TECHNOLOGY DEPT.

The Newspaper of the Industry

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Rail Ban Due to Shut Industry This Week; Output Record Set as Layoffs Start at Ford

Sparks

We may get hot under the collar about it, but the coal strike leaves us cold.

* * *

Taxes cannot be cut substantially for some time because of the cost of war. After one final V-Day, there will still be hundreds of fee days.

* * *

Taxpayers may get a break in the efforts of both parties to grab credit for any future reductions. Trying to outdo the other, both will try to point with pride to as many cuts as possible sponsored by their legislators.

* * *

Now It's Olds

Seldom a week passes now without a change in the registration standings of car makers. This past week saw Oldsmobile replace Chrysler in ninth place.

* * *

Small Quits

The looked for resignation of John D. Small, CPA chief, occurred last week. Remaining CPA functions will be transferred to a proposed overall liquidation agency, according to Washington advices.

* * *

Quote of the Week

Declaring that he was "fed up with Reuther and Lewis Christmases," C. E. Wilson, GM president, added "Walter P. Reuther shut down our plants last Christmas, and it's Lewis this year. It looks like a bad Christmas."

* * *

Rail Rates Raised

ICC Friday granted rail and water carriers freight rate increases averaging 17.9 percent, effective Jan. 1. The boost will cost shippers an estimated billion dollars a year more.

The new schedules supercede increases authorized last June.

92,971 Vehicles Built in Week

Loss of 40,000 Cars Already Laid to Strike; Chevrolet Tops Ford

By Bernie Thomas
Staff Writer

DETROIT.—U. S. car and truck makers last week hit a new postwar output record by turning out an estimated 92,971 vehicles, but Friday's freight embargo will probably paralyze the entire industry by this coming weekend.

Lacking means to transport parts and the finished product, industry officials predicted the paralysis which began with Friday's curtailment of manufacturing operations at Ford (however, Ford assembly lines will operate this week) would spread throughout the industry by this week's end.

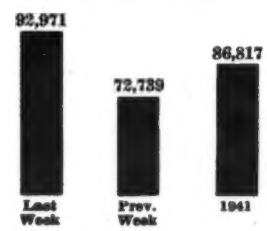
A checkup at press time Friday revealed that 10 to 15 days was the longest period any plant hoped to operate after the embargo became effective.

Meanwhile, the coal strike so far has resulted in the loss of more than a million tons of ingot steel. It is estimated that the auto industry's share of this loss would

(Continued on Page 50, Col. 1)

Production

Automotive News Estimates, U. S. Cars, Trucks



For complete production totals by makes, see table, page 50.

Week's Developments

Auto plants face complete shutdown by coming weekend unless freight embargo is lifted. Ford halted production operations Friday, but will continue final assembly this week.

Only hope for averting a paralysis of the auto industry lies in a quick settlement of the coal strike and lifting of the rail freight embargo. Already, however, it is estimated that enough steel to build 40,000 cars has been lost.

Because of uncertainties, General Motors has cancelled die work on its 1948 model Chevrolets, Pontiacs and Oldsmobiles. Not affected as yet are Buick and Cadillac.

Buick, Cadillac Get Break As GM Cancels '48 Dies

DETROIT.—General Motors' cancellation of die orders for 1948 Chevrolets, Pontiacs and Oldsmobiles, confirmed last week by President C. E. Wilson, does not mean that there will be no 1948 models in those lines, observers point out.

C. E. Wilson

Nor does it necessarily mean even that there will be no radical changes in those cars.

Observers pointed out that Wilson's confirmation did not state that the die orders were cancelled for good. It was deemed possible, therefore, that should GM reinstate the orders by April, there would still be time enough to bring the new models out by the end of 1947.

Moreover, it was noted, GM has never announced any definite date for introduction of 1948 models and therefore apparently just has changed its mind about when radically different cars will be needed to bolster the market.

It should be noted, too, that dies for Buick and Cadillac were not cancelled, indicating that these two lines will probably embody more radical changes and be introduced earlier than the other three.

Wilson declared that a desire to concentrate on production of present models, rather than looking too far into the future, prompted the cancellation.

Unsettled labor conditions and uncertainties surrounding the economic picture figured in the decision, he said.

The present shortage of steel, aggravated considerably by the coal strike, indicates that profitable operations for car makers in the first half of 1947 are remote, observers pointed out.

"Our immediate aim is to produce as many cars as possible to satisfy an urgent public need for transportation," Wilson declared.

He said employment and production operations would probably benefit as a result of the decision, since "as soon as we are able to resume normal operations after the coal strike, we plan to devote our efforts to full-scale production of present models."

Kaiser Special Boosted $94, Frazer $124

WILLOW RUN, Mich.—The factory list price of the Kaiser Special was increased $94 to $1,739 last week and the Frazer $124 to $1,919.

This leaves Ford and Packard as the only auto makers which have not increased prices since decontrol.

W. A. MacDonald, Kaiser-Frazer vice-president in charge of sales, made the announcement in a bulletin to dealers and distributors. The increase became effective last Monday (Dec. 2).

Parts Shipments Cut by Embargo

Quick Coal Settlement Is Now Only Hope To Keep Lines Rolling

By Mac Gordon
Staff Writer

DETROIT.—Approximately 90 percent of the nation's new-car and truck assembly lines will grind to a standstill by the coming weekend if the railroad freight embargo is continued.

That was the outlook at press time late Friday after an industry-wide survey confirmed that the embargo had choked off shipments of already scarce parts and materials.

The only glimmer of hope for averting the automotive paralysis lay in the possibility that John L. Lewis and the soft-coal operators might conclude a "backdoor deal" to settle the 2½-week-old miners' strike.

But chances for such an armistice remained remote Friday. Observers pointed to the sustained defiance shown by Lewis and his 400,000 miners, even after the staggering $3,500,000 contempt-of-court fine was levied upon the mine union by Federal Judge T. Alan Goldsborough.

As Lewis' attorneys set in motion the legal machinery to appeal the fines and convictions, the opinion became more prevalent that the U. S. Supreme court would play a decisive role in any quick strike settlement.

The Administration, which has pitted its forces in an allout battle with the miners' leader, apparently was desirous of a showdown in the highest tribunal. Government prosecutors were expected to request that Lewis' appeal be referred directly to the Supreme court.

The legal ramifications of the coal tieup spelled only delay and more delay to the auto and truck assemblers, however, and they doubted that a climactic legal decision would come in time to stave off production stoppages for thousands of cars and layoffs for thousands of workers.

Friday was the first day of curtailment for Ford Motor Co., which

(Continued on Page 48, Col. 1)

Reg. W to Be Tightened Jan. 1 . . .

New Credit Curb Is Viewed As Ceiling on Used Cars

WASHINGTON.—While the Federal Reserve Board denies any intention to control the prices of used cars, it will in effect tend to do that by an order effective Jan. 1, it was learned by AUTOMOTIVE NEWS.

The change in Regulation W, effective that date, will limit financing to two-thirds of the actual selling price of the used car or the guide-book appraisal price, whichever is lower, with 15 months to pay.

When asked by AUTOMOTIVE NEWS if such action was not calling up the ghost of OPA, Dr. Bonner Brown, of the Federal Reserve Board, replied with a shocked: "God help us, no."

Nonetheless, to the buyer who must finance, the new regulation does represent a ceiling price.

No other changes will be made in Regulation W on Jan. 1, despite the fact that dealers, who during the war were satisfied with the regulation as an emergency measure, now report that buyers are running out of money and that terms of the regulation should be relaxed.

Most dealers feel that a longer time limit is now in order.

Automotive News' correspondent here believes that very shortly the Federal Reserve Board will extend the financing period first to 18 months to study

(Continued on Page 6, Col. 5)

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Top Cars

New car registrations reported in AUTOMOTIVE NEWS *today:*

1946 Pos.	Make	1941 Pos.
1—218,392	Ford	530,119— 2
2—177,382	Chev.	780,691— 1
3—153,667	Plym.	398,060— 3
4— 97,021	Dodge	186,817— 7
5— 65,463	Buick	268,755— 4
6— 60,921	Pontiac	248,498— 5
7— 57,521	Nash	68,470—12
8— 50,162	Hudson	62,981—13
9— 48,142	Olds.	201,815— 6
10— 47,391	Chrysler	127,082— 8
11— 40,245	De Soto	79,518—10
12— 36,470	Studs.	96,740— 9
13— 36,449	Mercury	70,398—11
14— 21,953	Packard	55,225—14
15— 12,356	Cadillac	51,077—15
16— 6,228	Lincoln	15,675—16
Total All Makes		
1,131,106		3,264,656

For further details, see page 28, today's issue.

Schedule for '47 Debuts

Nash, Hudson, GM Cars Will Be First With Only Minor Changes

DETROIT.—With little fanfare, 1947 models are due to begin rolling on to the automotive stage next week.

There will be little change in costume; the idea is get the production going rather than to get a new cast.

Barring a long coal strike which might bring delays, the schedule will be something like this:

Dec. 15 to Feb. 1.—Cadillac, Buick, Oldsmobile, Pontiac, Chevrolet, Nash and Hudson.

February—Ford.

Chrysler divisions are keeping plans a close secret. Since they did not call present models 1946s, they can continue them well into 1947 with only a change in serial numbers on Jan. 1 to differentiate for later used-car sales. That would open the way for a change to 1948 models in spring or summer.

On the other hand, there is still a chance that the divisions may facelift sometime in January.

Packard is expected to continue most of its models well into 1947, but to introduce a new series as 1948 models in March

(See MODELS, Page 50, Col. 3)

Tax Advantage Hit . . .

Co-Op Inroads Assailed At MEWA Convention

ATLANTIC CITY.—Working with a tax advantage, cooperatives unquestionably will make much more substantial inroads into the wholesale automotive supply business, members of the Motor & Equipment Wholesalers Assn. were told here last week at their convention.

Clare A. Johnson, director of organization, National Tax Equality Assn., said that legal tax avoidance by cooperatives, mutual fire and casualty insurance companies, and government-operated and subsidized business, operating in direct competition with private tax paying business, has become a matter of grave importance.

"In 1945," Johnson said, "an aggregate of approximately 12 billion dollars worth of virtually federal income tax-free business was done. At the present rate of growth, these same concerns will do $25 billion of business in 1950."

Johnson contested the position of many cooperatives, saying:

"Those who support the theory of tax exemption for cooperatives build their arguments around the so-called agency theory that cooperatives either buy or sell for its members. There are tests which may be applied to this theory and which fail to support its validity.

"There isn't a question of doubt about their (cooperatives) ability to make much more substantial inroads into the wholesale automotive supply business. That they intend to and will, unless their present tax advantage is wiped out, is a practical certainty."

Henry H. Heimann, executive manager of the National Assn. of Credit Men, said that business men should concern themselves with the vital necessity of returning our federal government to a sound fiscal policy.

Heimann pointed out that although the recent elections indicated a mandate to Congress to return our government to a pay-as-you-go basis, such a program will meet many obstacles before it can be accomplished.

"Those who have been pushing the false economy of deficit financing as well as those who have benefited by this program will use every means possible to dissuade our representatives away from their ideals," Heimann said.

Businessmen, Heimann pointed out, must be alert to explain the fallacy of prosperity through spending more than we receive. He suggested that manufacturers and wholesalers employ dramatic means to acquaint all classes of citizens as to the large amount of their earnings which go every day to the maintenance of our government.

Other speakers at the convention included Franklin P. Paul, vice-president of Gaul, Derr & Shearer Co., and B. W. Ruark, general manager of MEWA.

The important part of advertising, merchandising and promotion in the association's plans were outlined by Burton Browne, president, and E. W. Stephenson, executive vice-president of Burton Browne Advertising, Chicago, advertising counsel for the association.

The convention preceded the ASIS, which opened a six-day program today (Dec. 9). There are 420 leading automotive parts, equipment and supply manufacturers exhibiting at this show.

Olds Promotes Banks, Lesher In Sales Shift

DETROIT.—Important changes affecting key personnel in the Oldsmobile sales department were announced last week by D. E. Ralston, general sales manager.

H. F. Banks becomes assistant sales manager in charge of the eastern half of the United States, Russell Lesher assistant sales manager in charge of the West, and J. H. Handley, manager of parts and accessory merchandising. G. S. Brown was named sales promotion manager.

H. F. Banks

Russell Lesher

F. Q. Murphy has been named zone manager in New York; D. A. McIntyre, zone manager in Detroit; L. J. Blunden, zone manager in Chicago; G. R. Jones, zone manager in Oakland, and R. L. Myers will be given special assignments on the West Coast.

J. H. Lemons has acquired an Oldsmobile dealership, Ralston stated. W. O. Lampe remains as executive assistant to the general sales manager.

Banks has been associated with General Motors since 1926. He was named manager for Oldsmobile in Detroit in September, 1945.

Lesher joined the Olds Motor Works as cashier in 1925. He was named zone manager for Oldsmobile in Chicago in January, 1945.

Handley joined Oldsmobile in 1926. He was named assistant zone manager in Boston in January, 1946.

Brown has been associated with Oldsmobile since 1933. He was named assistant sales promotion manager in September, 1945.

Texas Auto Users Pay Third of State Taxes

AUSTIN, Tex.—Special automotive taxes paid by Texas highway users comprised 36.36 percent of the $205,369,695 total of all state taxes collected in the fiscal year ending last Aug. 31, according to an analysis made public here by the Texas Research Institute.

Despite the fact that they pay more than one-third of the state's total tax bill, there are only 1,730,000 motor vehicle owners out of a total Texas population of some 6,500,000, it was pointed out.

TWELVE LINCOLN-MERCURY DEALERS, chosen by vote of fellow dealers in all parts of the country, attended their first national Dealers' Council meeting since 1938 in Detroit last week. Lincoln-Mercury sights have been set high enough to permit "a very extensive penetration of the medium and high price car fields in the future," T. W. Skinner, general manager, told the dealers. "We expect to increase present production more than 300 percent with the advent of new models." Above, left to right, are, front row: J. Raymond Young, St. Paul; E. C. Gengras, Hartford, Conn.; Harold T. Youngren, vice-president in charge of engineering; T. W. Skinner; J. R. Davis, vice-president in charge of sales and advertising; A. H. Crowley, Mercury sales manager; S. C. Dretzin, Long Island City, N. Y.; H. D. Everett jr., director of marketing research department. Center row: M. R. Blattner, Lincoln-Mercury business management supervisor; V. S. Nicholson, Oklahoma City; J. B. Palmer, Nashville; Ben T. Wright, Evanston, Ill.; R. I. Klopfer, Washington; Frank J. Denney, Lincoln sales manager; W. G. Licht, Lincoln-Mercury advertising manager. Rear row: D. C. Evans, Lincoln-Mercury division; S. J. Brenza, Cleveland; L. H. Clay, New Orleans; Art Hall, Long Beach, Calif.; Ray Ridge, Tacoma, Wash.; Neill S. Brown, general superintendent, Lincoln plants, and K. M. Mathews, Charlotte, N. C.

* * *

L-M Mapping 300% Increase In Output

DETROIT. — Lincoln and Mercury have set their sights high enough to permit "a very extensive penetration" of the medium and high price car fields in the future "and expect to increase production 300 percent with advent of the new models," T. W. Skinner, general manager of the division, told the first national Dealers' Council meeting since 1938.

T. W. Skinner

Twelve Lincoln-Mercury dealers attending the three-day conference, devoted to discussions of future marketing plans, were chosen by vote of fellow dealers in each of the six regions of the country.

J. R. Davis, Ford vice-president in charge of sales and advertising, extolled the new top executives who have joined the company during the past year.

Opening their sessions in the Ford Rotunda, the dealers heard Harold T. Youngren, vice-president in charge of engineering, describe the new car plans which experimental engineers have perfected for Lincoln and Mercury. They spent the afternoon inspecting the development models at the Engineering Laboratory in Dearborn.

Among the subjects discussed was the Lincoln-Mercury advertising program for the coming year.

Friday the visitors toured the Lincoln plant and Ford industries and then lunched with Henry Ford II, president of the company, and members of the Ford policy committee.

In recent weeks meetings of Lincoln-Mercury dealers have been held throughout the country at which mutual problems and topics for discussion with home office executives were developed. These are being passed on to the proper officials at the Detroit meeting.

Contact

U. S. Rubber Uses Plane Wing In Auto Tire Tests

LANCASTER, Calif. — Automobiles are now wearing wings.

By attaching a section of airplane wing to the side of a test car, U. S. Rubber's tire development department found that it could conduct tire tests at speeds heretofore considered impractical and unsafe.

Use of the wing section counterbalances centrifugal force, enabling the car to race around a circular track at sustained speeds of 90 mph. and more, without "scrubbing" the sides of its tires and with a minimum of danger to the driver, it was declared.

Dr. Arthur W. Bull, the company's director of tire development, explained that the wing section, or "air foil," when attached vertically to the side of the car, develops a side thrust just as an airplane wing develops lift.

No Battery Relief Until Feb; Gasket Shortage Grows

By Jack Weed
Service Editor

DETROIT.—Despite the fact that CPA has allocated sufficient lead to build an additional 450,000 batteries in the last quarter of this year, manufacturers say that no relief can possibly be given the present extremely tight situation before the middle of February.

Due to the shortage of rolling mill capacity in both steel and copper, gaskets also will remain tight at least until early in 1948, regardless of what is done now to help the situation, according to gasket manufacturers.

Electric Auto-Lite officials said that the extra allotment of lead is "insufficient and too late to avert trouble for motorists in January."

Factories, in face of the coal strike and its resulting letdown in raw material supplies, are doing everything they can to build as many critical parts as possible with the little material on hand. But service and parts executives fear that the little they will be able to do to replenish already depleted stocks will be but a drop in the bucket as compared to field demands for service the next few months.

Not only will service stations continue to need replacements from two to four hundred percent over 1941 requirements, but as we go into cold weather driving and with the additional burden imposed on automotive transportation by the decline in rail service, the demand for parts is expected to be even greater than normal.

In addition to the shortage of lead caused by the government price restriction and allocation, the battery manufacturers also are confronted with a strike in the country's largest lead mines which supply approximately 40 percent of the American mined lead.

Gasket manufacturers base their estimates on availability on the rolling mill capacity to turn out thin copper and steel sheets, suitable for gasket manufacturing, and the greatly increased demand for gaskets due to increased engine service needed on the older models of cars.

Car service executives claim that, due to the abnormal demand for replacements and the series of strikes that have affected suppliers, they have never been able to build up any reserve stocks either in factory or field warehouses, and that the back-order situation on items that were critical all during the war is just as bad today as it was a year ago.

Dealers are advised to "baby" customers' batteries along just as far as possible, and to save all gaskets that can be reused.

* * *

Lead Producers Urge Lifting of All Controls

WASHINGTON.—Domestic lead producers are agreed that the government should free the metal of all remaining restrictions and have so informed the Civilian Production Administration in reply to an earlier CPA inquiry among producers.

These controls consist of a 30-day supply restriction, limitation of amount of lead used by manufacturers for product use, and the setting aside of 25 percent of domestic refined lead in an emergency pool from which the government was free to allocate its needs.

Removal of controls will reflect favorably on the position of battery makers throughout the industry. In addition, white lead, used in paints, solder and lead-covered cable, are also affected.

Initial steps were taken several weeks ago when all price controls were removed and the government ordered cessation of buying of foreign lead.

Brake Lining Shortage Predicted in 1947

DETROIT.—An acute scarcity of brake lining and clutch facing will confront both users and manufacturers of cars and trucks in 1947 because of shortages which have developed in the supply of two basic materials, according to T. E. Allen, executive vice-president of the Brake Lining Manufacturers Assn.

Allen attributed an asbestos shortage to a shrinkage of production in Canadian mines, and the increased exports of the mineral to Great Britain and other foreign countries. He blamed shortage of linseed and other badly needed vegetable gum oils on shortsighted policies of the OPA.

PRODUCTION OF OLDSMOBILE'S 100,000th 1946 model took place Dec. 4 at Lansing. The automobile, a Series "98" 4-door sedan, is shown here with T. C. Downey, left, production manager, and John Dykstra, manufacturing manager.

H. C. DOSS, vice-president and general sales manager of Nash, and a large delegation of factory representatives were on hand to attend the opening of the new building of Lawler-Nash in Kansas City. The dealership is the largest Nash outlet in the Kansas City zone. Pictured after extending congratulations, left to right, seated: M. P. Lawler, Doss and George Lawler. Standing, Art Young, southern regional service manager, Byron Howard, assistant manager of the zone; S. E. Richardson, sales manager of Lawler-Nash; R. R. Compton, Nash Motors' southern regional manager; Earl Limb, Kansas City zone manager; John McQuig, vice-president of Nash Motors ad agency, and R. M. Hutchison jr., zone service and parts manager.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

THERE is some evidence that some dealers are finding it difficult to forget the lush period which we have been experiencing. It won't last forever. The trade cannot afford to ride on the crest of a wave any longer. We must remember that we are now laying the foundations for success in years to come. Foundations that will stand the strain and stress as our national economy is adjusted.

That is the reason I was very much impressed while in Oklahoma City last month, when Frank Clark, Packard dealer, referred to his customer service policy. Coming from Clark it is authoritative, because he started out as a mechanic after the first World War, worked himself up to a distributor for Hudson and then for Chrysler, both connections of which he has recently sold.

He said the thing he has always insisted on, when owners came into his place, is that they receive a correct diagnosis of the trouble. Second, that a firm quotation is given on the cost. Third, that a definite hour of delivery is promised and religiously kept.

We have all suffered with the war complex. Business came easy and courtesy often went by the board. There is a new day coming. A dealer can no longer take the attitude that he renders service just because he is supposed to. Nor can his ambition be simply to make money. If he is to build for himself a business that he can leave to his children he, like Frank Clark, has to think of customers first.

We must not permit the present difficulties, or our push for profits, to blind us to the important fact that automobile owners who live in our communities are our future market. We must continue to bend over backwards to serve and please them.

* * *

Explaining Problems To the Public

I AM STILL convinced that in taking recognition of the shortage of cars, we must continue to explain the situation so the public will understand that we have not taken advantage of the shortage of merchandise and so dealers can face the future with confidence.

Therefore, I am reprinting below another ad of a type that is being run frequently by dealers throughout America. This one is from H. S. Medbery Sales Service at Ballston Spa, N. Y.:

We Feel We Can Best Express

Our Efforts to Distribute Our New Cars Fairly to the Peoples of Our Community and, in the Case of Veterans, to Saratoga County Communities, by Showing You the Percentage Figures of Class Distribution by Us to Nov. 1, 1946:

36.6% Delivered to Veterans.
10.0% Delivered to Public Officials, Doctors and Clergy.
23.4% Delivered to Farmers.
30.0% Delivered to all Other Classifications.

100%

Of This Total 77% Have Been Delivered Without Tradeins.

We Are Not in the Black Market Business! Thirty-six years of continuous service was not built on undercounter activities; but instead, we feel, on genuine honest service to the car owners of our community. We intend to continue with this policy of doing business.

"ASK THE MAN WHO HAS ALREADY RECEIVED HIS"
"BUY WITH CONFIDENCE... REPAIR SAFELY"
at
MEDBERY'S GARAGE
BALLSTON SPA, N. Y.
"Your Chevrolet-Buick Dealer"

* * *

Ned Jordan Writes Of 'Adam & Eve'

MANY OLDTIMERS remember the glamour that Ned Jordan put in the automobile industry a couple of decades ago. While he built and assembled cars, it was a custom car, and he had a flair for letting the world know what he was doing in a very intriguing manner.

Just recently Ned Jordan wrote a book, entitled "The Inside Story of Adam and Eve." It is really an autobiography of Ned Jordan. Many dealers would like to read it. It is published by Howard Coggeshall, 701 State St., Utica 4, N. Y., and is obtainable for $2.50.

Ray Chapman, president of the Jacksonville (Fla.) automobile dealers association, and a Jordan distributor for eight years, has this to say about the book:

"I have just had the very great pleasure of reading Edward S. Jordan's new book, 'The Inside Story of Adam and Eve'.

"Not since Cain killed his younger brother has anything been written that is so inspiring, nor a piece of literature that could create so much imagination in the mind of the reader. Every sales manager in America should read this great book, for it would do him more good than three blood transfusions would do for a man suffering from pernicious anemia.

"For 20 years, the automotive industry has endeavored to copy Edward S. Jordan's style of advertising, but without complete success. This is something that must be inborn. That man has more sales ideas than John L. Lewis has striking coal miners.

"He never advertised bolts, gears and pistons. He put so much personality into his advertising that one would actually feel a human

(Continued on Page 33, Col. 1)

Just Among Dealers

CLARENCE E. FISHER (Cadillac), Newark, N. J., born Sept. 24, 1883, in Jersey City. After starting out as a mechanic, he was soon selling one-cylinder Cadillacs. He incorporated the Fisher Cadillac Corp. in 1933 after operating the Cadillac branch for the two preceding years and serving as vice-president of the Upercu Cadillac Co., past president of the Newark Auto Trade Assn., past director both for the New Jersey Automotive Trade Assn. and NADA and is president of the Old Timers Counsel for New Jersey. During the war he sold war bonds and received a medal from the Treasury department for outstanding service.

C. E. Fisher

* * *

AL STUEBING (*Ford*), *Hollywood, Calif., born July 4, 1899, in Chicago. He started in 1922 as an automobile retail salesman. By 1924, he had taken on a Dodge contract and at the present time is president of the Los Angeles Motor Car Dealers Assn., which he previously served as vice-president. He is the past president of the Hollywood Chamber of Com-*

Al Stuebing

(Continued on Page 34, Col. 4)

Yes, as a matter of plain self interest, we are doing and will do everything in our power to keep automobile repair prices at present levels.

As authorized dealers, we have a stake in this community. We are established here. We all have very considerable investments here. Our employees are settled here and most of them own homes here. We believe that any widespread or permanent increase in prices at this time would work against the interests of ourselves, our customers and the community in general. Therefore, we make you this pledge:

We will not charge any more for service, repair and maintenance work than rates prevailing at the time prices were removed from control unless and until costs to us are increased, and then only to the minimum amount necessary.

For the service you need to maintain vital transportation, bring your car or truck to your Authorized Dealer right away.

EAST BAY MOTOR CAR DEALERS ASSOCIATION, INC.

Comprising the following Authorized Dealers

Alameda
Bean & Cavenaugh
Chaplin Motor Sales Co.
Garland Chevrolet Co.
Jack Erwin Motors
Morris Landy Motors
Sharman-Ray Co.

Albany
Curt Campbell's Ford Agency
East Bay Chevrolet Co.

Berkeley
Berkeley Motors
Burns Chevrolet
Doten Pontiac
Fidelity Motors
Golden Bear Motors
Joe Davis
J. E. French Co.
Tal Runnels

Oakland
Bill Wood Motor Co.
Carl L. Scott
Clarence Bellwinkel
Cochran & Colli
Cooper Nash Motor Co.
Dahl Chevrolet Co.
Dana-Frane Motor Co.
Don Marquis
Eb Wells Co.
F. H. Dailey Motor Co.
H. L. McCoy
James G. Papa Co.
J. E. French Co.
Julian Motor Co.
Murphy Motor Co.
Peabody Motors
R. A. Conyes Co.
Raleigh R. Leach Co.
Remmer & Jordan
Reynold C. Johnson Co.
Transport Motor Co.
Val Strough Chevrolet Co.
Walter W. Anderson Co.
Warren Boyd Company

San Leandro
Ben A. Bogier Co.
Bud & Ray's Motor Co.
F. H. Dailey Chevrolet Co.
King Motor Co.
McKissick Motor Co.

USING THE PSYCHOLOGICAL slant of "self interest," East Bay, Calif., Motor Car Dealers Assn. members pledge themselves to keep prices down as a constructive measure for both the community and the dealerships.

Customer Policy

Bay Area Dealers Pledge Price Line Retention in Ads

OAKLAND, Calif.—The East Bay Motor Car Dealers Assn., made up of authorized dealers in Oakland, Berkeley, San Leandro, Albany and Alameda, last week launched a cooperative advertising campaign to inform motorists and truck operators of their decision not to increase prices for repair work beyond those prevailing at the time controls were removed.

Five daily newspapers are being used. The campaign comprises six quarter-page advertisements, appearing on alternate days, or on other days when newspaper space is available.

Each advertisement contains these words:

"We will not charge any more for service, repair and maintenance work than rates prevailing when prices were decontrolled, unless and until costs to us are increased, and then only to the minimum amount necessary."

In addition to the newspaper advertising, large blow-ups of the first advertisement were supplied to each dealer for posting in his windows and shop. Direct mail material was also made available by the association to those dealers desiring to use mailing pieces, postcards or statement stuffers.

NADA Boosts Post, Assigns Him to West

WASHINGTON.—Irving H. Post, a member of the NADA staff since 1933, has been named special association representative in the western states with the title of assistant to the executive vice-president. The announcement was made by Executive Vice-President Lee Moran.

Post will work with NADA directors and state association managers "to assist them in all ways to build and maintain membership in NADA and state associations," according to Moran.

"The assignment of Mr. Post to these new duties does not change existing arrangements or relationships with state and local associations and NADA headquarters," he added.

D. C. Barnhart, assistant to Moran since October, 1945, will assume Post's duties at the national headquarters. During the war Post served for three and one-half years in the Army, where he became a full colonel.

Tacoma Studies Restrictions on Dealerships

TACOMA, Wash.—A city ordinance for the regulation and licensing of dealer establishments is being prepared by the public safety division.

The plan is to make the license fee sufficiently high so that there can be proper policing, and for a definition of a dealer, setting forth certain minimum standards. The Better Business Bureau is cooperating with the dealers and the city government in working out the details.

The Tacoma Automobile Dealers Assn. expects to soon have a special association committee submit a new set of bylaws and code of ethics, fitting into the present-day operations.

Brooklyn Association Changes Address

BROOKLYN.—A change of address for the Brooklyn and Long Island Automobile Dealers Assn., Inc., was announced here last week.

Headquarters for the association are now at Hotel Granada (Room 206), 268 Ashland Pl., Brooklyn 17. The telephone number remains unchanged, Main 2-0620.

'Gougers Giving Dealers Black Eye'... Barnhart

Conn. Group Elects Gillmore President; 600 at Convention

HARTFORD, Conn. — "Gougers taking advantage of the present situation are giving the rest of the dealers a black eye," D. C. Barnhart, assistant to the president of NADA, told the 25th anniversary convention of the Connecticut Automotive Trades Assn. here last week.

With the buyers' market still a year or more away, Barnhart said, dealers should work on a "reasonable profit margin." "There is a good future for dealers, but don't jump overboard just because price controls have been removed."

The convention, which elected Raymond D. Gillmore of New Haven as president, went on record as opposing a return of state-operated inspection lanes.

In talks on the future of the automotive industry, it was emphasized that the settlement or nonsettlement of the soft coal strike is the issue upon which hinges the success or failure of manufacturers in their efforts to get new cars to dealers and to the public.

L. J. Buckland addressed the group of nearly 600 dealers, declaring that new car production in 1947 would be no higher than 1941. Speaking of style trends, he predicted smaller cars with wider bodies, smaller wheels, automatic and fluid drives, curved windshields and disappearing fenders.

William H. McGaughey, director of public relations of the Automobile Manufacturers Assn., said, "Assuming the strike is settled, we have reason to believe that the current rate of production will continue into 1947, and will be considerably stepped up by June."

In the past three months, he pointed out, manufacturers will have produced as many new units as were produced in the first seven months of the year. "In June," he added, "the steel situation will be better, according to the government economists, as new steel mills come into production."

Also elected at the convention were Albert T. Brothers, Bridgeport, first vice-president; Martin J. O'Meara, East Hartford; Joseph Panza, New Haven; Stanley K. Durkin, New Haven; Frank M. Lynch, Fred C. Rohrer and Maxwell N. Greenberg, all of Hartford, second vice-presidents. Appointed by the executive board to hold office until the group's next meeting were Kirk D. Sheldon, Torrington, secretary; Robert Pringle, Simsbury, treasurer; H. B. Hartley, Hartford, assistant treasurer.

Named to the executive board were former President John M. Rehl, Bridgeport; F. Stanley Peterson, New Haven; James F. Johnson, Hartford; Thomas White Stafford Springs, and Edward H. Minchia, Greenwich.

On the House . . .

If you're worried over the possibility of factories cutting dealer discounts, you can get some reassurance from this: This mugg has discussed the possibility with sales managers and factory heads in every line during recent weeks and, to a man, they swear that any cut will be "over their dead bodies."... Here's a wise bit of advice Johnny Raine gives to his Virginia dealers: "Unless the automotive trade meets the reasonable needs of its employes, it will have to face unreasonable demands from organized labor."... In this same connection, workers at Hands Motor Co., Louisville, last week voted 9 to 1 against a union....

Bill Phillips (Phila.) advises his dealers to forget OPA, stop referring to prices set by that agency when buying or trading cars.... Virginia association, starting Jan. 1, will supply members with a regular "Business Advisory Service Bulletin."... Additional pointers' from dealer bulletins on demise of OPA: Rhode Island's "The Eyes of the Public Are Upon Us" and Detroit's "Self-Control Replaces Controls."...

Wemhoff

Attended a session of Chevrolet's School for Dealer Sons last week and conversed with the best group of dealers-to-be that I ever expect to see. Their intelligence, poise and knowledge of the industry was amazing. And can they ask questions?

—PETE WEMHOFF

★ ★ *The Newspaper of the Industry* ★ ★

Automotive News

ENGINEERING · MANUFACTURING · MERCHANDISING · SERVICING

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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. *Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories.* ¶ 2. *A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck.* ¶ 3. *Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways.* ¶ 4. *The elimination of governmental and bureaucratic controls over this industry.* ¶ 5. *A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.*

The Stench Lingers

A DEAD body soon begins to smell unless it is buried quickly. So it is with OPA.

There is a very grave danger that OPA's decision to press suits against alleged violations of the past may turn into a shakedown racket.

Even before the death of OPA, we were informed of shakedowns by some unscrupulous enforcement attorneys. Now that OPA is dead, the temptation will be even greater.

There are, of course, some honorable men who will stick with a dead agency to see the job through. On the other hand, there are those who see in the present situation an opportunity to sell immunity.

Some dealers have told us that they have been accused unjustly by enforcement attorneys, and then offered the opportunity of a "private deal" to settle. Since to fight for vindication would cost more than to pay off, the temptation to settle is considerable.

We think that OPA should bury the body. If it chooses not to do that, it should watch its lingering staff closely lest they make a dead OPA more intolerable to the public than a live OPA was.

Who's Weak?

GENERAL MOTORS' action in cancelling dies for 1948 models is being misinterpreted by some. They see an indication that the auto industry has been beaten down and is too weak to carry on.

The truth is far different.

In the first place, the public wants transportation rather than new styles. You have only to look at GM's production record to see the mighty efforts that corporation is making. After being shut by a strike for a quarter of this year, General Motors has regained its position at the head of the list. Chevrolet is battling fiercely for first place in cars. All of the divisions are moving up. It has been a remarkable comeback.

If that is the sign of a dying industry, we'll eat it.

Whatever buying resistance is developing, and there are minor signs of that, is caused by high prices rather than by failure of the public to accept present models.

And the way to get prices down is to continue with present models until high volume is obtained and sustained. Once things smooth out, there will be time enough for changeovers to greatly changed models.

Meantime, GM's action is not a definite cancellation of changed 1948 models. The die orders can still be reinstated should changed conditions call for such action.

The auto industry grew up on trouble. We're betting it isn't letting trouble get it down.

—a word in EDGEWISE

by *George M. Slocum*

"The Enchanting Miracles of Change"—BRADLEY-COOPER

IT IS A GOOD THING for any man to get away from his desk or his accustomed environment for a few weeks. To renew acquaintances with old friends and to meet new ones and to learn of their problems and their progress gives you a new perspective on your own life and your own business. Then there is the joy of getting back home and back to your own business—although I have often found it rather disarming and apt to puncture your ego to find out how well they get along without you while you are away!

HOME AGAIN, HOME AGAIN!

* * *

OUR RECENT three weeks in California was an eye-opener and well worth the time and expense, even the annoying cold which held on a week after I had returned to my home town. They say, "A prophet is not without honor save in the city where he abides." This is equally true of a publication like AUTOMOTIVE NEWS, the importance of which to the reader seems to be enhanced by his distance from the motor capital. It made me realize again a very definite responsibility which our editors here assume in collecting and digesting the news and interpreting it editorially so that "he who runs may read." Flattering comments on what this publication means to the industry were so common that I found myself actually pumping to uncover constructive criticism — to find out what bases we were not covering or what we could do to improve our service to our readers.

* * *

AS I WRITE this, the bushy-eyed John L. Lewis is making a perfect spectacle of himself on the Washington scene. The silver-lining to this fiasco is, of course, that the American public is getting so fed up on the raids organized labor has made on our prosperity that there is no longer any question but what we will get some relief from the Wagner act and some new laws which will, in the future, prevent any would-be dictator from paralyzing American industry. The surprising thing is that all organized labor will suffer more from this ill-timed strike than will any other single class of our citizens. The old pendulum of public opinion has swung a long way and nothing can stop it now. The conservative citizens of our democracy could not have been served as well by any member of their own class. The once considered astute John has done exactly the wrong thing at exactly the right time—just before the new Republican Congress convenes in January. This was perfect timing!

* * *

I AM GLAD to note that C. E. Wilson came out with a definite statement that GM has postponed the construction of dies for new models until the industry has caught up with the present pentup demand for new cars. Most of us here in Detroit have known this to be a fact for several weeks. There were any number of ugly rumors and conjectures buzzing on the streets and in the hotel lobbies here. The move is a perfectly rational one and will have a steadying effect on the whole new and used car picture. It is highly probable that other manufacturers will make similar statements, perhaps within the next few days.

* * *

IF THE ISSUE you hold in your hands seems to be a little like Joseph's coat of many colors—you are right, it is! The situation in regard to paper stock for this publication has become even more acute with the passing weeks. Now we are in the market for any sheet which will run through our presses and you are beginning to see the results. You may have noted that more than one of the major national magazines have been up against the same problem. If (as we know you will) you'll be patient, we'll do our darndest to get back to the kind of paper to which you are accustomed.—G.M.S.

—Letterbox—

'Likes Van Tassel . . . . . .'

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

Eye-Opener

I read with great interest J. B. Van Tassel's column in AUTOMOTIVE NEWS of Dec. 2, and there is no question in my mind that these articles will be very helpful to the automobile dealers and an eye-opener to many other dealers.—D. GEFFEN, president, Geffen Motors, Inc. (De Soto - Plymouth), Utica, N. Y.

Re Van Tassel

Before Pearl Harbor we enjoyed J. B. Van Tassel's comments on automotive business, as contained in "Dealer Operating Facts" distributed through the Chicago Automobile Trade Assn.

Since then we saw the Japs come *and* go. Now we are back in active business at last, after the government monopolized every activity for about a year.

Having learned your arrangement with the Chicago association has terminated, this is an endeavor to contact you direct, hoping it is possible in future to receive the benefit of your views in some other manner.—W. B. GOVAARS, Batavia, Netherlands East Indies.

EDITOR'S NOTE: *Van Tassel is now conducting the "Dealer Business Counsel" column for* AUTOMOTIVE NEWS.

Appreciative

The 1946 meeting of the Oklahoma Automobile Deaalers Assn. is now history and I was just about to put the official program away and call it a day when I happened to think that you might be interested in having a reaction from an automobile dealer.

It seems to me that you go a long way and through a lot of uncomfortable traveling nowadays to give the fellow, who is fortunate enough to have an automobile contract now, the benefit of your wide knowledge and experiences which help him to be a better automobile dealer at no cost whatsoever to him. I just want to take this means of thanking your John Munn on my own behalf for coming down here and being so nice to all of us. I think Oklahoma people are especially appreciative of things like this.—R. T. SCOTT, McDonald-Scott Chevrolet Co., Oklahoma City.

Sorry

With reference to your notice in AUTOMOTIVE NEWS of Nov. 25, page 34, showing Sir Miles Thomas, D.F.C., at the Kaiser-Frazer plant at Willow Run, we respectfully bring to your attention that this caption is incorrect.

The Nuffield group does not manufacture the Austin motor car, the manufacturers being the Austin Motor Car Corp., Birmingham, England. We would be obliged if you would rectify this announcement in your next issue.—H. Stanley Wood, vice-president, J. L. Green, Inc., New York City.

Coming Events

DECEMBER

Dec. 9—Casper. Annual convention, Wyoming Auto Dealers Assn.

Dec. 9—Cincinnati. Annual banquet, Cincinnati Automobile Dealers' Assn.

Dec. 9—Detroit (Statler Hotel). Annual meeting, Detroit Auto Dealers Assn.

Dec. 9-14—Atlantic City (Auditorium). Annual ASI show.

Dec. 12-15—El Paso, Tex. (Anderson Field). Second annual International Aviation celebration.

Dec. 13-14—Butte (Finlen Hotel). Annual meeting of Montana Auto Dealers Assn.

JANUARY

Jan. 6-10—Detroit (Book-Cadillac). SAE annual session.

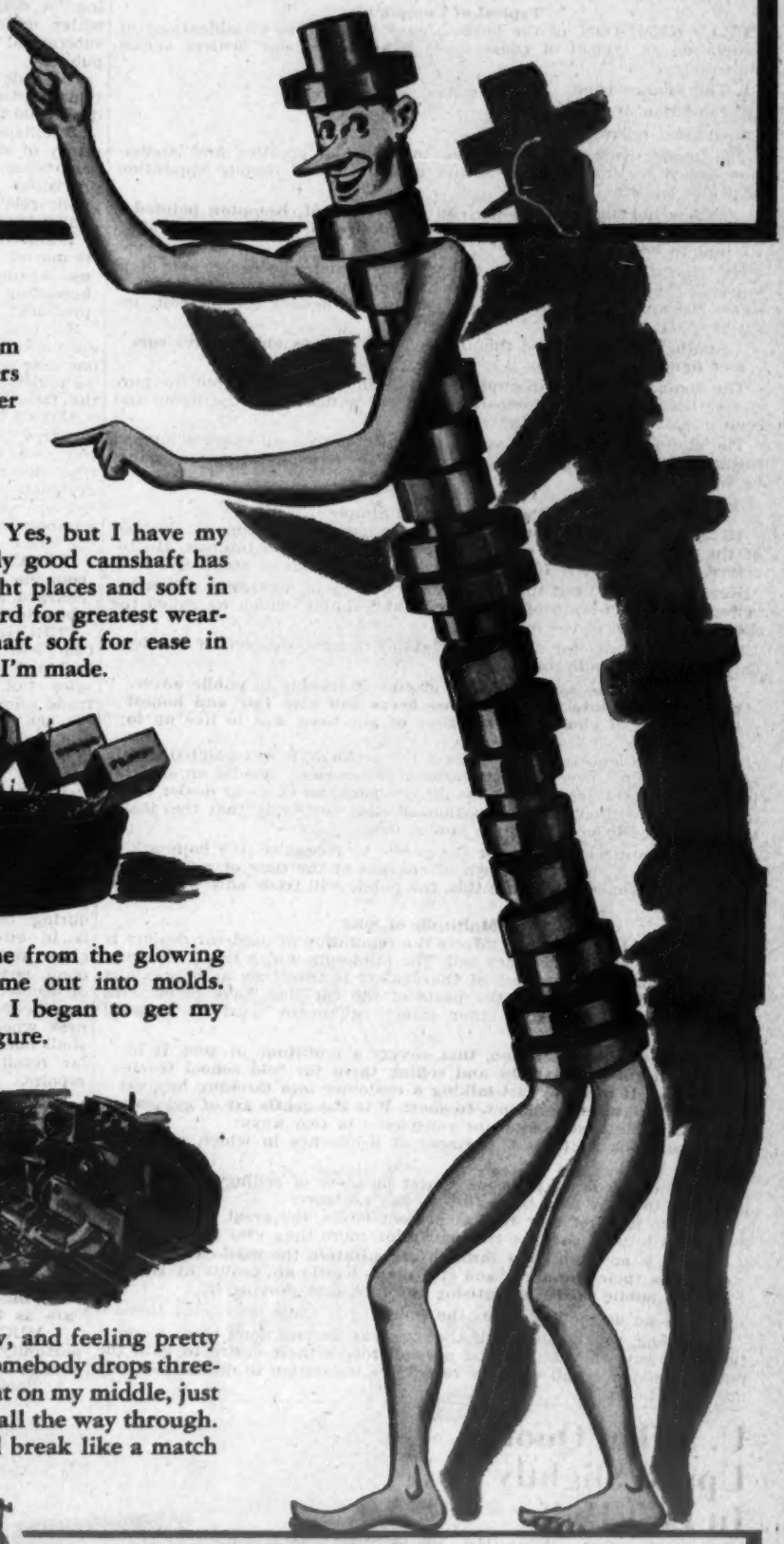
Jan. 13-14 — Memphis (Hotel Peabody). Sixth annual meeting of Truck-Trailer Manufacturers Assn.

FEBRUARY

Feb. 17-19—Atlantic City. Annual convention of National Automobile Dealers Assn.

The Story of a Genuine Ford CAMSHAFT

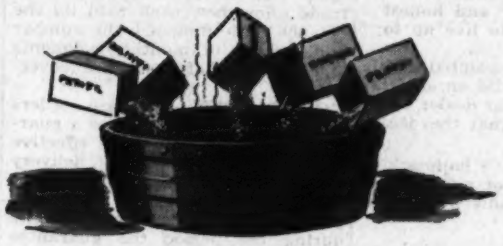
or WHY IT PAYS TO USE GENUINE FORD PARTS

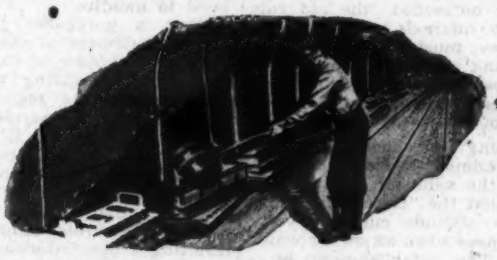


1 Remember me? I'm Cast Camshaft—and I'm a pioneer because I'm the first cast camshaft in the automotive industry. Ford engineers figured out how to do it, and it was a tough job. But I'm harder and tougher—and my life is extra long.

2 Did I say "harder"? Yes, but I have my soft spot, too. A really good camshaft has to be hard in the right places and soft in others. The cams must be hard for greatest wearability—the body of the shaft soft for ease in machining. So that's the way I'm made.

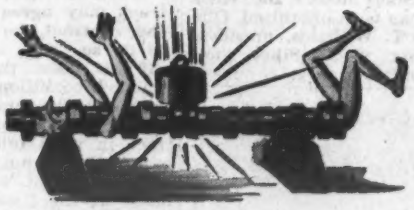
3 These Ford engineers started me on my way as a ladle of molten metal. Made up of a lot of things like pig iron, carbon, manganese, silicon, copper, and even a dash of chromium. Each ingredient was carefully measured for just the right proportions.





4 Soon a ladle lifted me from the glowing furnace and turned me out into molds. Right there is where I began to get my present form and graceful figure.

5 Then came the machine treatment — 41 different operations to give me that perfect camshaft complexion . . . to make me a perfect fit. Used to take 61 operations to do the job in the days of the old forged camshaft. They save real time in making me!



6 So I'm bright and new, and feeling pretty good, when—bam—somebody drops three-and-a-half pounds right on my middle, just to make sure that I'm perfect all the way through. If I had even a small flaw I'd break like a match stick under that test.

7 And all the time people have been going over me with gauges and what have you—making sure that my cam contour is accurate to within .001 of an inch. You know, those Ford people are great for precision.

So here I am—a Genuine Ford Part, at your service. Ready to get on the job with the push rods to operate the valves. And I'll do the best job you ever saw, too—for I'm made right to fit right, work longer.

GENUINE Ford PARTS

FORD MOTOR COMPANY

Challenge to Used-Car Dealers

Associations Must Meet Glaring Evils Squarely if They Are to Gain Confidence and Respect of the Public

By Bob Finlay
Managing Editor

DETROIT.—This is a frank challenge to used-car dealers and their new associations.

It was suggested by a used-car dealer who pointed out that dealers do not enjoy the confidence of the public.

It is just as clear, he added, that any line of business that does not have the confidence and respect of the community is bound to lose out in the coming competitive race for the consumer's dollar.

With that in mind, AUTOMOTIVE NEWS went to the Better Business Bureau for an impartial opinion as to why people cannot trade with used-car dealers without fear of being gypped.

* * *

Typical of Complaints

BRAD KEMPTON, of the bureau, gave these three classifications of complaints as typical of those made against used-car dealers across the country:

1. The finance pack.
2. Condition of the car.
3. General misrepresentation.

The finance pack was cited as the most vicious practice, and is common today despite all the publicity against it and despite opposition by dealer leaders.

This is not an issue dealers can weasel out of, Kempton pointed out. Even some dealers who profess a desire to win confidence attempt to beg the question.

He cited a discussion of the issue during which one dealer said it is impossible to give the customer a breakdown at the time the deal is signed because the dealer did not know the figures for interest, insurance, etc.

Another dealer refuted this, saying that he was able to give correct figures immediately.

The common practice, Kempton said, is for the dealer to tell the purchaser that the finance company will have to figure out the items and send a statement to the buyer.

The statement arrives perhaps a month later with all charges lumped together and often figured at the rate of 100 percent interest or more, he said.

* * *

Packs, Pure and Simple

IN ANOTHER CASE, the contract was paid up in a month instead of the four months, for which the purchaser paid $56 interest. He received a credit of only 70 cents for the three months of credit not used.

Kempton pointed out that he was not talking of legitimate dealer reserves. He was talking of packs, pure and simple, which he called the most vicious evil in the industry.

There is one way for dealer associations to meet this evil, if the dealers are to gain public confidence.

That is for the associations to discuss it frankly in public advertisements, to state that their membeers will give fair and honest breakdowns of charges at the time of purchase, and to live up to their pledges.

If there is a sincere desire to meet the problem, it was pointed out, it could become a powerful organizational inducement. Should an association advertise the truth about the finance pack, no used-car dealer could afford to be without the association emblem certifying that the dealer who displayed it would give an honest deal.

The finance pack is easy for the public to recognize. It's hallmark is the refusal to give a breakdown of charges at the time of purchase. If the dealers themselves expose this, the public will trade only with them.

* * *

A Multitude of Sins

ANOTHER POINT which affects the reputation of used-car dealers is the condition of the cars they sell. The minimum which those who represent public opinion expect of the dealers is that they at least make themselves responsible for the parts of the car that have to do with safety. Brakes, lights and other safety equipment must be in good condition.

As for misrepresentation, that covers a multitude of sins. It includes disguising taxicabs and selling them for "old school teachers' cars." It includes fast-talking a customer into thinking he's got a guarantee when he hasn't. In short, it is the gentle art of gypping.

The used-car business can be considered in two ways:

You can look at it as a business of headaches in which you must cheat to win.

Or you can look at it as an honest business of selling cheap transportation to those who can afford to pay no more.

With the price of new cars at present levels, the great mass market must look to used cars for transportation more than ever before.

There is no doubt that through organization the used-car dealers can raise their standards and still make legitimate profits by treating the public fairly, advertising the fact, and proving it.

If they do accomplish that, the public will trade only with them.

It's a long, tough job, but if the used-car dealers don't want to do it the hard way, they might just as well forget their desire to gain the public confidence and wait for restrictive legislation to do the job they neglected to do.

* * *

Mich. Dealers Move to Win Public Support

By George Deery
Staff Writer

DETROIT.—More than 100 members of Michigan Used Car Dealers Assn. last week unanimously adopted a code of ethics representing "a definite gesture toward a better understanding between the substantial used-car dealer and the public."

The code embodies recommendations of dealers, the Detroit police department, the Automobile Club of Michigan, the office of the secretary of state and the advertising departments of newspapers. Its provisions will be enforced by a public relations committee open to public appeal.

Dismissal from the association is one of the powers it holds to use against recalcitrant dealers, according to Warren A. McClure, president.

He told the meeting, "If you don't clean your own house, someone else will do it for you."

Provisions of the code include the following:

ADVERTISING—As well as being free from false or misleading copy, all advertising must give a true description of the car and designate if the vehicle is a wreck, cab or commercial vehicle. Phone numbers given will be only from the place of business.

FINANCING—No other than common rates in use will be charged and rate charts will be open to inspection.

PURCHASE AGREEMENTS—One will accompany every sale. Included will be the selling price, sales tax, license and title fee, trade allowance, cash paid in, the balance to be financed, the number and amount of monthly payments and the type of insurance coverage.

GUARANTEE—Purchase orders will state if the car carries a guarantee. Guarantees will be effective for 30 days from date of delivery or 1,000 miles, whichever occurs first. The dealer agrees to pay 50 percent of all necessary repairs during the period the guarantee is in effect, except tires, tubes, glass and upholstery and repairs made necessary by neglect, misuse or accident, provided purchaser returns car to dealer's place of business where he agrees the charge shall not be in excess of the regular retail price charged for such repairs.

PUBLIC RELATIONS — Decisions of the five-man MUCDA public relations board shall be final. Complaints of the public must be made in writing to the office of the association within a reasonable time after delivery.

Louis J. Cohen, secretary, listed the objectives and purposes of the association at a meeting of the board of directors following the general meeting. They are as follows:

1. MUCDA offers members an opportunity to associate and exchange ideas.
2. Provides for concentrated action regarding legislation affecting members directly or indirectly.
3. Establishes a permanent office for members and visiting dealers.
4. Plans to collect, analyze and distribute data which will increase the efficiency of members in purchasing and marketing.
5. The establishment of a code of ethics for the protection of the public.
6. To attempt to obtain recognition as a legitimate business group engaged in an enterprise which is an integral part of our national economy.

Commenting on the objectives, McClure pointed out that "one of the most urgent needs for organization is that it makes a basis for interchange of information and opinions. Ours is a highly speculative business and knowledge of what the other fellows are doing is vital. Unlike other businesses, we have no barometers or established sources of fact and opinion.

"There is considerable legislation on the books and contemplated measures that affect us directly. Still other proposed and already enacted laws affect us as members of our communities. Community spirit is constructive and we should let our thoughts be known on such matters as taxation, the St. Lawrence Waterway and other public questions.

"Reasons for the establishment of a permanent office include the conducting of surveys, advice to dealers, expansion of the wholesale market and to aid visitors in supplying information and a hotel reservation service."

Fast changing conditions of today have outmoded "the old rule of thumb methods," he asserted. "Today we must analyze various general and specific economic patterns. Close attention is imperative on sales costs, advertising, etc. The cutting of waste is paramount."

Regarding the code of ethics, McClure admonished dealers to remember the value of goodwill. He warned tomorrow attitude cuts the value of a business when an owner wants to sell. The establishment of a good reputation can't be done by legislation."

"The code of ethics is the only way to make the public conscious of the association emblem," he said.

GEORGE SLOCUM, PUBLISHER OF AUTOMOTIVE NEWS, was the "Guest of the Week" on the Auto News program broadcast every Saturday morning over the San Francisco Don Lee Mutual station, KFRC. Slocum was interviewed by Fred Pabst, center, head of Don Lee, California Cadillac distributor, and I. M. Barnett, head of the contract department of the Anglo California National Bank, sponsors of this first automobile column of the air.

Williams-Sikes Motors

Williams-Sikes Motors, Inc., Rock Hill, S. C., has been organized. Officers are **J. T. Williams**, president and treasurer; **S. D. Sikes**, vice-president and secretary.

New Credit Curb Seen As Ceiling On Used Cars

(Continued from Page 1)

results, and perhaps to 24 months later.

Greatest concern of dealers and others in the trade is that the Federal Reserve Board will succeed in its efforts to obtain from Congress permanent legislation controlling credit. Observers here give the board an even chance to succeed.

This is expected to meet strong opposition of businessmen in general who see in it another move to cripple free enterprise, first through emergency measures and then permanent legislation.

Previously, NADA said that, in conference with federal officials, it was told that immediate changes in Regulation W would be forthcoming if it was determined that terms of credit were interfering with the production or sale of cars.

NADA also said that the former revisions of Regulation W, effective Dec. 1, 1946, make it possible to refinance contracts even though the original time sale was made before Dec. 1. The conditions under which the outstanding balance may be refinanced are as follows:

If a purchaser is unable to continue meeting his payments, the outstanding balance may be refinanced for a period of time not to exceed the number of months of the original contract.

The length of the renewal maturity may not in any event exceed 15 months.

When a purchaser presents a written statement of changed conditions, the holder of the contract may, notwithstanding any other provisions of the regulation, extend the monthly payments for a period not to exceed 18 months.

The statement will be complied with if the holder of the contract accepts the purchaser's written statement that the refinancing is necessary to avoid undue hardship resulting from unforeseen contingencies.

The statement must also set forth facts and circumstances with respect to the original extension of credit and with respect to the contingencies making the refinancing necessary and that the refinancing is not with intention to evade the regulation.

While the holder of the contract may agree to refinancing the contract, he is not obliged to do so.

If he does, the statement of changed conditions must be executed by the purchaser and accepted by the holder of the contract in good faith and the refinancing must not be the result of any agreement or understanding made at the time of the original sale.

U. S. Tin Quota Upped Slightly In Last Half

WASHINGTON. — Allocation of tin metal to the United States for the last half of 1946 has been raised from 6,400 to 7,280 long tons, the Combined Tin Committee announced last week.

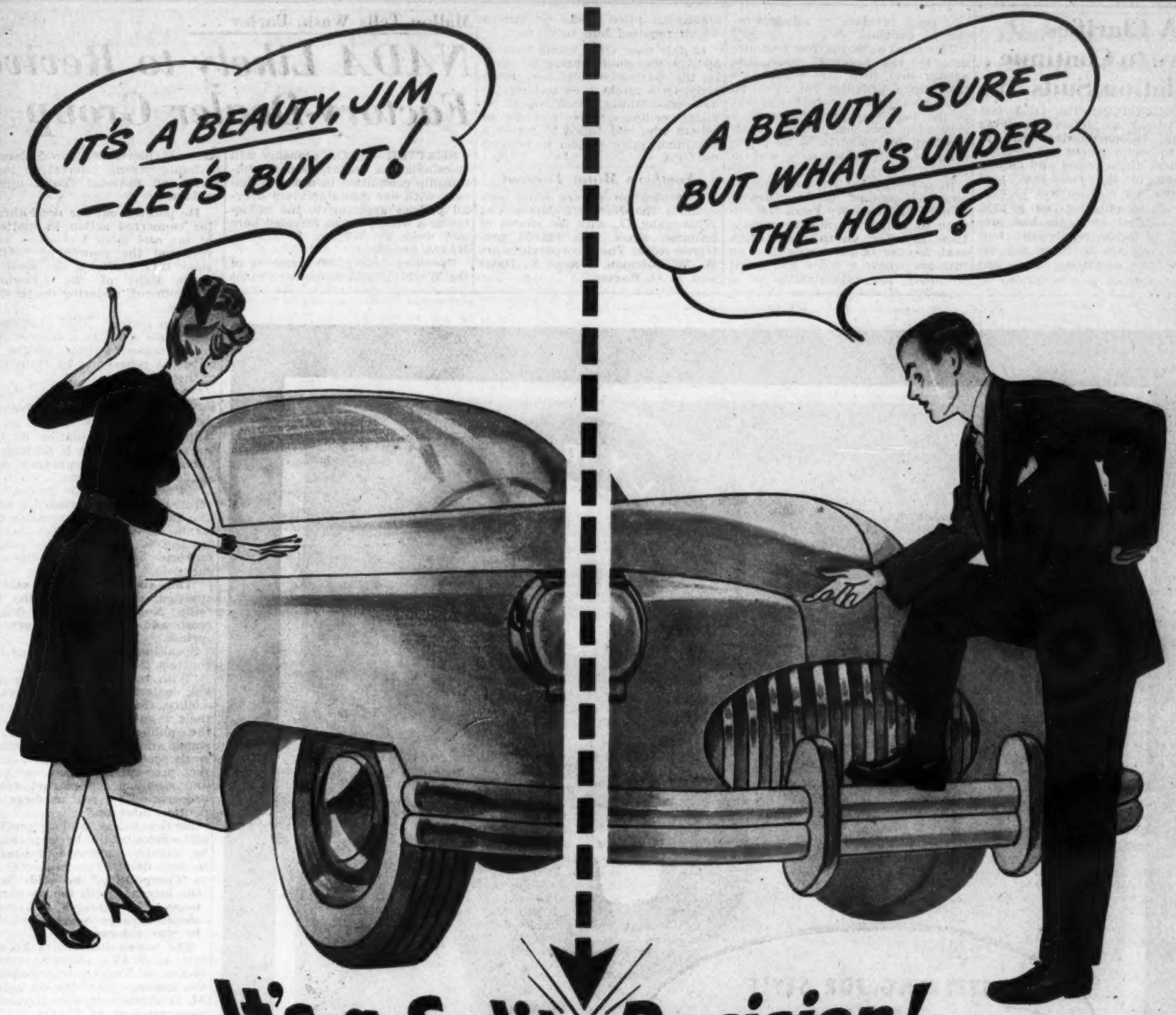
This was made known as the committee announced its recommendation to the member governments for the final allocations of tin metal for 22 countries for the second half of this year.

The amounts recommended include the quantities already allocated on an interim basis for the period, and do not include domestic smelter production.

W. W. WALLWORK celebrated his twenty-fifth anniversary as a Ford dealer by holding open house in all three of his establishments in Moorhead, Minn., Fargo, N. D., and West Fargo Stock Yard Center. C. O. Paulsrud, manager of parts department, has been with Wallwork's from the beginning, while Sanborn Olson and F. C. Geidorf, salesmen, are close runners-up. The new building at Fargo, just completed, covers 48,000 square feet of floor space. The payroll has grown from $10,000 to more than a third of a million dollars annually. It is customary to give silver to those celebrating a twenty-fifth anniversary. Wallwork turned the tables. He presented the customer who bought his first Ford back in 1921, Art Haigren of Dilworth, Minn., with a silver tea service and sold Haigren a new Ford off the floor at the open house celebration.

Dealer Workers Vote in Toledo On Bargaining

TOLEDO.—Officials of the Toledo Labor - Management Citizens Committee announced last week that a public panel of the committee will conduct an election Dec. 11, to determine the bargaining agent for 450 mechanics, helpers and apprentices employed by 33 Toledo new car dealers, members of Toledo Automotive Trades Assn..



It's a Split Decision!

The automobile leads a double life,
Serving two masters, husband and wife.

Now, selling the woman on beauty and style,
Does *not* sell her husband on gallons-per-mile.

If it's automobiles that you're trying to sell,
Then corral lots of menfolk and distaffs as well.

Yes, you've got to reach *both* those who do the deciding,
Which is where we bring *our* little sales talk from hiding.

The American Magazine double-exposes
Your ads to both sexes, it's under both noses.

Double exposure, the singular buy,
Makes certain both sexes will give you the

The American Magazine

DOUBLE-EXPOSES YOUR ADS TO BOTH SEXES

BUD SCHIRMER, Detroit Manager • H. A. PATTERSON
General Motors Building, Detroit 2, Michigan

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y.
PUBLISHERS OF THE AMERICAN MAGAZINE, COLLIER'S, WOMAN'S HOME COMPANION

OPA Clarifies Move to Continue Violation Suits

WASHINGTON.—The OPA last week issued an action clarifying its legal responsibilities with regard to enforcement of regulations now discontinued and calling attention to the fact that past violations are still subject to suit.

The action, effective Dec. 9, 1946, points out that, under the law, provisions of price regulations now repealed remain in force for the purpose of sustaining any suit brought against past violations or any right involved in administration of controls.

This legal authority has been upheld by the Supreme court, the agency said, in a case which held that, since penalties for violation have root in the statute and not in the regulation, revocation of a regulation does not prevent an indictment for violation of its provisions at a time when it was in force.

In carrying out its enforcement activities against past violations, it may be necessary from time to time to amend or modify regulations in effect in the past, OPA said. A case in point would be an instance where a seller had failed to apply for authorization of a maximum price under provisions which required him to do so.

In this case, OPA would have to specify the ceiling price to apply in the particular instance. Similarly, OPA might need to issue orders establishing, specifying or revising ceiling prices in cases of sellers who had failed to report a maximum price subject to revision by OPA.

Northern Motor Formed

Incorporation papers have been granted the Northern Motor Co., Willoughby, O., with 500 shares of common stock and $25,000 preferred stock. The incorporators are W. W. Solomon, Wayne E. Davis and A. G. Rogers.

Mallon Tells Wash. Parley . . .

NADA Likely to Revive Factory-Dealer Group

SEATTLE.—NADA probably will re-establish a factory-dealer relationship committee in order to discuss with car manufacturers overall policies applying to the industry as a whole, it was revealed here last week by William L. Mallon, NADA president.

Speaking before 200 members of the Washington Automotive Trades Assn., Mallon called for dealers to maintain strong interest in local, state and national dealer organizations.

He pointed out the need ahead for concerted action in matters of tax and labor legislation and reviewed the growth of NADA since 1917, outlining the association's fight of the Crawford Amendment, restoring dealer discounts.

Mallon urged that individual dealers set aside in a reserve fund the increased income they've received as represented by restoration of the discounts.

"This fund," he said, "would serve against the contingencies of the coming months."

Speaking on Regulation W, Mallon said that NADA is pushing for a change in the regulation as it applies to car dealers.

"Increases in car prices," he pointed out, "have created a situation that, by making monthly payments on car purchasers too stiff for the average buyer, is pushing low-price car buyers into the used-car field."

This situation, Mallon said, is particularly evident in the Pacific Northwest where freight costs add considerably to new car prices.

Speaking on the demise of OPA controls, Mallon said:

"With the return to a free market, dealers have a greater responsibility than ever in maintaining their reputation for fairness with the public. Franchise dealers should do everything possible to work used-car prices down in correct proportion to new car prices and stabilize the market now in preparation for real used-car competition later on."

Service prices, Mallon predicted, will undoubtedly be kept in line by greatly increased competition in that field.

"Competition," he said, "is on the increase with the opening of many new garages and repair shops, a large measure of them by war veterans."

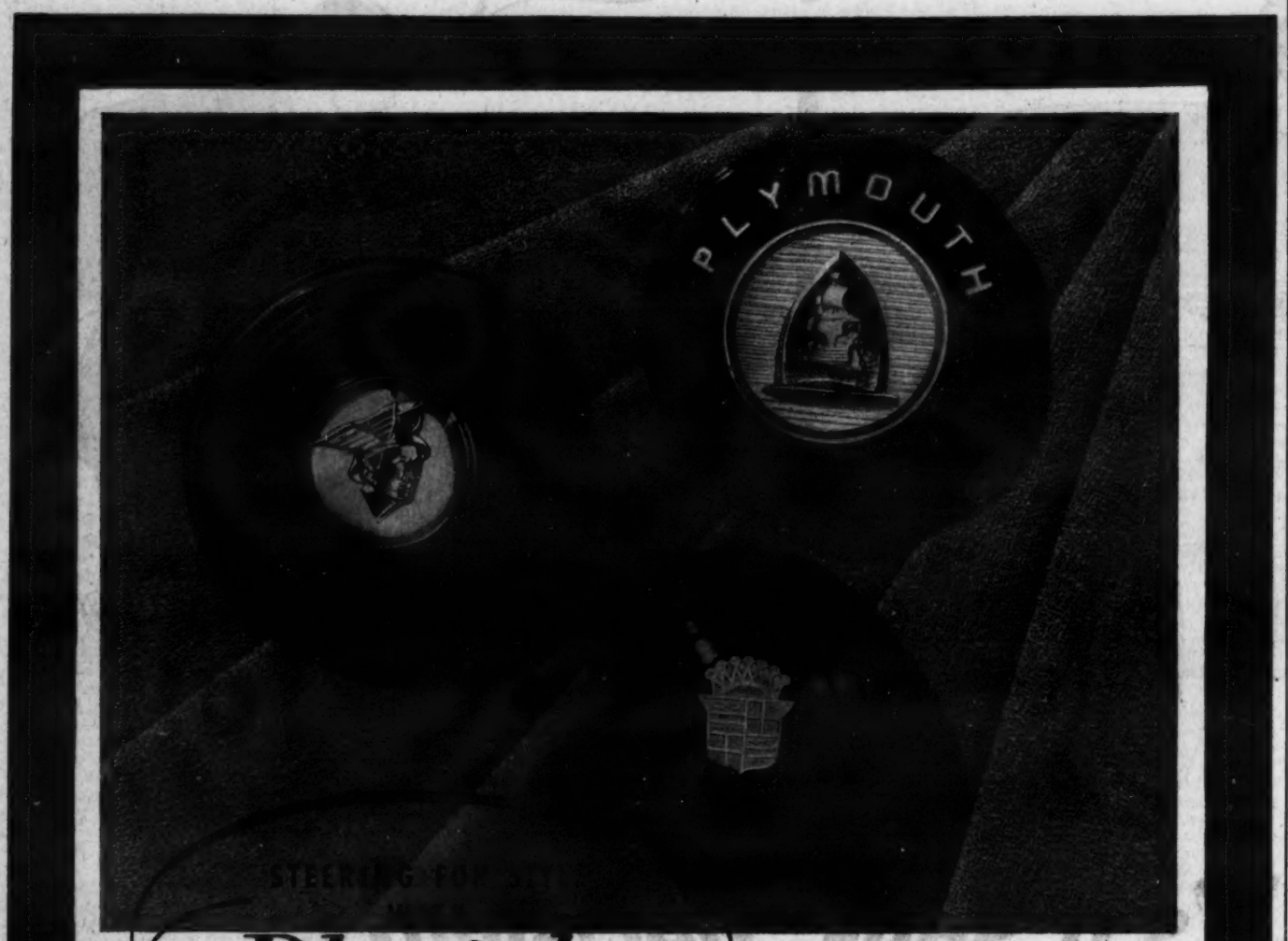
The association board of directors of WATA elected Austin B. McCoy, of Vancouver, president for the coming year. McCoy succeeds M. O. Anderson, who is also first vice-president of NADA.

Chosen as vice-presidents of the state association were Ernest Majer, Rudolph Mueller and Ross Lynch.

Committee reports included that of Edward L. Rosling, association counsel, dealing with threatened action at the forthcoming state legislative session of the passage of a measure which will, in effect, prohibit automobile dealers from writing insurance. Strenuous efforts by the association for the defeat of this measure were pledged.

Ernest Majer revealed plans for enlarging the Washington association's board of directors to include one member from each of the local dealer associations in the state.

A TRACTOR with its engine designed around Ford parts is being produced in the United States for sale exclusively in Latin America, it was revealed last week by officials of Progreso Industrial de Mexico, S. A. Progreso has contracted for component parts in a number of small plants and is using assembly plants to complete the production. Chief reason for building the engine around Ford parts is their availability in Latin America.



Plexiglas

Only Rohm & Haas makes
Plexiglas
Acrylic Plastic Sheets and Molding Powders

Colorful and distinctive steering wheel medallions ingeniously molded of PLEXIGLAS to give a three-dimensional effect are attractive centers-of-attention in many new cars. The effect is produced by molding the acrylic plastic with the design on the back surface only, then decorating the pattern with paint, metal spray or metal leaf to bring out the various elements in a realistic relief. The design appears as an object imbedded within the PLEXIGLAS.

This novel application is but another of the increasing number of uses automotive designers are finding for this easily molded plastic.

PLEXIGLAS is light in weight, unusually strong, shatter-resistant and permanent, retaining its crystal clarity or gem-like color.

Radiator ornaments, instrument lenses and dials, interior trim, tail and stop lights and many other parts are made of PLEXIGLAS. For detailed information, call or write our Detroit representative: W. E. Biggers, 819 Fisher Building, Madison 1500.

PLEXENE M
a promising new modified stryene co-polymer molding powder . . . weather resistant . . . heat resistant . . . gasoline resistant . . . available at recently reduced prices. Ask for details.

PLEXIGLAS *is a trade mark, Reg. U. S. Pat. Off.*

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WASHINGTON SQUARE PHILADELPHIA 5, PA.
Manufacturers of Chemicals including Plastics — Synthetic Insecticides — Fungicides — Enzymes — Chemicals for the Leather, Textile, Enamelware, Rubber and other industries

N.C. License Bill Pushed

Dealers Also Will Back Compulsory Inspection of Vehicles

RALEIGH, N. C.—The North Carolina Automobile Dealers Assn. is supporting amendments to the motor vehicle laws of the state relating to the circumstances under which the Department of Motor Vehicles may issue dealer license plates.

The amendments would provide that no one can engage in the automobile dealer business unless he meets certain requirements which are designated to protect the public from operations by fly-by-night dealers or individuals.

The legislative committee will urge the next general assembly to enact legislation requiring every person dealing in automobiles in the state of North Carolina to have an established place of business and to keep books and records.

Prospective dealers must apply to the Commissioner of Motor Vehicles for license as a dealer. At the time of making application for a license, applicants must divulge the names of persons interested in the business and give their bona fide addresses and give the location where the business will be carried on. If the dealer changes his place of doing business, he must promptly notify the commissioner.

"It is further urged that violation of any provision of the act should be a misdemeanor and subject the violator to a heavy fine," the association proposed.

NCADA, through its legislative committee, will urge the next general assembly to make mandatory semi-annual inspection of all motor vehicles in North Carolina through state-operated and controlled stations on a nominal fee basis.

This action is taken, according to the association, because North Carolina has, for a long time, been the dumping ground for motor vehicles which will not pass the inspection required in most eastern states.

"These unsafe vehicles constitute a serious hazard to life and property on the highways of our state."

The legislative committee has indorsed the request of the State Highway Patrol division for an increased number of patrolmen.

"With the many thousands of miles of roads in the state and the increasing accident rate," NCADA stated, "it is necessary for the number of patrolmen to be increased if this accident rate is to be reduced."

Also suggested for adoption was the association's proposal that all those who fail to prove their ability to drive safely shall be barred from driving on the highways of the state and that licenses be reissued on a three year basis. Most of the 1,477,761 licenses which have been issued in the state, the association said, were issued without examination of any kind to determine the applicant's ability to drive safely.

Changes in the title law which will make the lien on the title valid, provided it appears that such legislation may be secured when the legislature convenes, was also proposed by the legislative committee.

Listed on the agenda of the association legislative committee is the proposal that the permanent Revenue Act of the State of North Carolina be so amended that there can be no diversion of highway funds for any purpose other than highway needs. Under present setup, diversion of North Carolina highway funds amounts to some four and a half million dollars annually, according to the association.

THE 10 REGIONAL SERVICE DIRECTORS of Kaiser-Frazer and Graham-Paige gathered last week at Willow Run to discuss field problems with service executives. Seated, left to right: H. S. Waters, Atlanta; J. W. Alexander, assistant service manager; F. A. Detwiler, service manager, and C. E. Brown, Seattle. Left to right, standing: G. A. McLeod, Dallas; E. E. Black, service garage superintendent; R. C. Camp, St. Louis; L. I. Miller, Charlotte, N. C.; C. W. Dunn, Kansas City; G. L. Smith, South Bend; A. L. Mizga, Detroit; R. K. Berry, Minneapolis, and G. M. McCullough, Rochester, N. Y.

Group Insurance OK'd for Detroit

DETROIT.—The Michigan State Insurance department has approved the installation of group life insurance for members of the Detroit Auto Dealers Assn. and their employes, the association disclosed last week.

Under the DADA program, premiums may be shared jointly by the employer and employe or paid entirely by the employer. The cost for the first year will be $1 a month per $1,000 of insurance. Thereafter, the cost will be in accordance with the average age of all workers participating.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions.

Dodge Dealers Again Offering Demonstrations

DETROIT.—The prewar practice of giving demonstrations to prospective car and truck buyers has been revived by many of the 4,000 Dodge dealers throughout the nation, according to E. C. Quinn, sales manager.

E. C. Quinn

"B-Day — the Buyers' Day—may be nearer than you think," Quinn told dealers in a message.

"Your competitive selling days may have already begun, without your knowledge. Certainly they will begin when any dealer in town receives one car or truck for which he has no advance buyer. In some towns that already has happened," he warned.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!
☞ Want Ad Dept., inside back cover.

Lincoln-Mercury Adds Pretz as Test Engineer

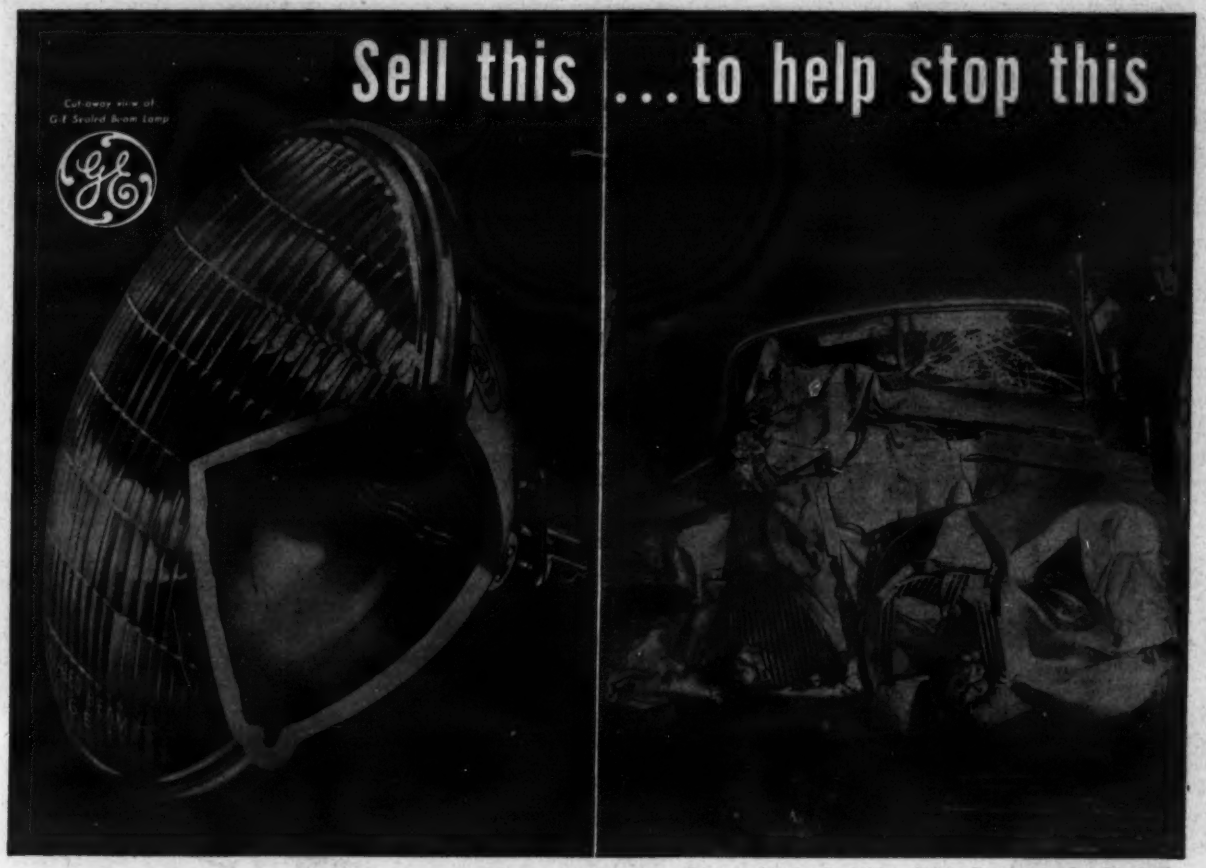
DEARBORN.—Philip H. Pretz, Detroit automotive engineer, has joined Lincoln-Mercury in charge of the Experimental Engineering section, it was announced last week by Ford Motor Co.

Philip H. Pretz

Pretz, who came to Lincoln-Mercury from Chrysler Corp., is known for his work in the field of suspension, riding and handling. He will work under the direction of H. H. Gilbert, chief engineer for Lincoln-Mercury.

For the past 5½ years Pretz was employed by Chrysler engineering. During the war he was in charge of development of a new suspension track and running gear for medium tanks which was used during the latter part of the war.

Prior to his Chrysler work, Pretz was employed for 13 years by Cadillac as engineer in charge of chassis development. While attending Purdue University (1925-1928), he was employed in the engineering division of Studebaker Corp.



Photograph by Sgt. L. A. Lisy, official police photographer, Cleveland

G-E Sealed Beam—the lamp that

DOES NOT GROW DIM!

MANY drivers blame it on drowsiness or their eyesight when the road ahead is indistinct at night. But all too often the real reason is unsafe headlighting, a common cause of serious accidents. You can help to end this public menace by installing G-E Sealed Beam, the headlamp that *does not grow dim!*

Maintained light output is vital to safe night driving, because headlamps can grow dim gradually without the driver's notice. Then comes an emergency. He doesn't *see* in time. He can't *stop* in time. Result—another needless accident.

G-E Sealed Beam *does not grow dim.* Air, moisture, dirt can't get into this all-glass unit because it's hermetically sealed. Actual tests show that the average G-E Sealed Beam Lamp maintains 99% of its original light output right up to the end of lamp life.

You'll find it's good business to sell safety. Watch your sales grow when you recommend G-E—the headlamp that *does not grow dim!*

"ALL-GLASS" SEALED BEAM

G-E LAMPS

GENERAL ELECTRIC

400 Dealers at Miss. Parley Elect Hamrick President

GULFPORT, Miss.—The building of character and public recognition of merit should be the continuing effort of automobile dealers in the postwar era, according to Clayton Rand, editor-author, in an address before 400 members of the Mississippi Automobile Dealers Assn. here last week.

The convention elected L. Flowers Hamrick, of Greenwood, as president; Ralph Brown, Columbia, vice-president, and returned J. D. Davis, of Greenville, as secretary-treasurer. George Lemon Sugg was retained as headquarters manager at Jackson.

Dealers were urged by I. W. Walls, president of the Texas automobile dealers, to develop a public relations program affecting both their employes and the public. He cautioned dealers not to allow a sellers market to influence them to skim the cream off of the business.

Walter Kiplinger, public relations director, NADA, described the consideration the association was giving the entire question of public relations. He urged dealers to seek opportunities to tell the facts about the present automobile situation. He stated that public opinion is formed locally and that facts in the case must be told locally again and again to assure public understanding and cooperation.

Harry McArthur, of Hattiesburg, NADA state vice-president, declared that dealers would need the benefits of association activity more than ever before. John O. Munn, of AUTOMOTIVE NEWS, spoke about competitive conditions to come that would again develop the technique of long used-car allowances. To overcome the hazard, he recommended consideration of selling the dealers contribution in making the automobile transportation satisfactory and selling the public to the utility value of the automobile.

The following directors, three from each congressional district, were elected or returned to office: J. Ralph Brown, Columbus; R. S. Lincoln, Meridian; J. D. Davis, Greenville; Henry McArthur, Hattiesburg; L. Flowers Hamrick, Greenwood; N. L. Lawson, Amory; V. M. Box, Corinth; N. O. Ferguson, Hernando; J. H. Mansell, Oxford; W. D. Crump, Sumner; S. E. Kossman, Cleveland; Charles Wells, Clarksdale; Leslie Jordan, Kosciusko; Herman Ross, Eupora; W. E. Watkins, Louisville; E. M. Marler, Forest; R. E. Bell, Mendenhall; Ransom Cross, Meridian; J. J. Harry, Gulfport; A. B. Martin, Laurel; Robert V. Wise, Hazelhurst; J. F. Liddon, Yazoo City; J. T. Lloyd, Jackson.

The following will serve on the executive committee for the next year: L. Flowers Hamrick, J. Ralph Brown and J. D. Davis.

Boatwright Moves

Boatwright Hudson Co., Forsyth, Ga., recently moved into its new building on N. Lee St. in Forsyth, Ga. John S. Boatwright is owner.

Changes Effective Now . . .

Veteran Set-Aside Plan Is Revised by WAA

WASHINGTON. — Sweeping changes in surplus property disposal procedures affecting veterans were announced last week by the War Assets Administration.

The changes, already approved by the WAA veterans policy committee, include:

1. Elimination of unavailable, unserviceable and no-demand items from the "set-aside list" of goods reserved for sale to veterans exclusively, either for personal or for business use. This action reduces the list from 356 to approximately 111 items which include the following categories: motor vehicles, fractional horsepower motors, medical, dental and surgical supplies, and office machinery, appliances and furniture.

2. Discontinuance of national allocation of such property among the six WAA zones, and its offering on a where-is, as-is basis, to cut costs and delays.

3. Acceptance of all certificates after Dec. 9 on a first-come, first-served basis, regardless of chronological order of issuance.

4. Discontinuance on Dec. 10 of certification for items on set-aside list, because of the existing high proportion of certifications to items available in the surplus inventory, and a drive to dispose of all of them by Feb. 28, after which date no certificates for such items will be accepted.

In approving the changes, the committee requested director John Campbell, of the WAA veterans division, to supply it with complete factual data to guide its consideration of the whole subject of surplus disposal to veterans with a view to legislative recommendations to the next Congress.

"The committee believes that changes now being made are necessary in the veterans' and the public's interest," said Campbell. "As of Nov. 1, 1,500,000 veterans certificates, of which 850,000 are against set-aside items, remained outstanding, despite the elimination of 732,968 since Administrator Littlejohn took office July 22.

"Many of these can never be satisfied. For example, expected acquisitions will have increased the total offerings of motor vehicles to 230,000 by next June 30. Of these it is estimated that only 30 percent will be serviceable, and of that quantity a considerable number will be equipment designed for military rather than commercial use. With some 400,000 certificates outstanding against them, indications are that we will wind up at the end of June with about 338,000 unsatisfied certificates.

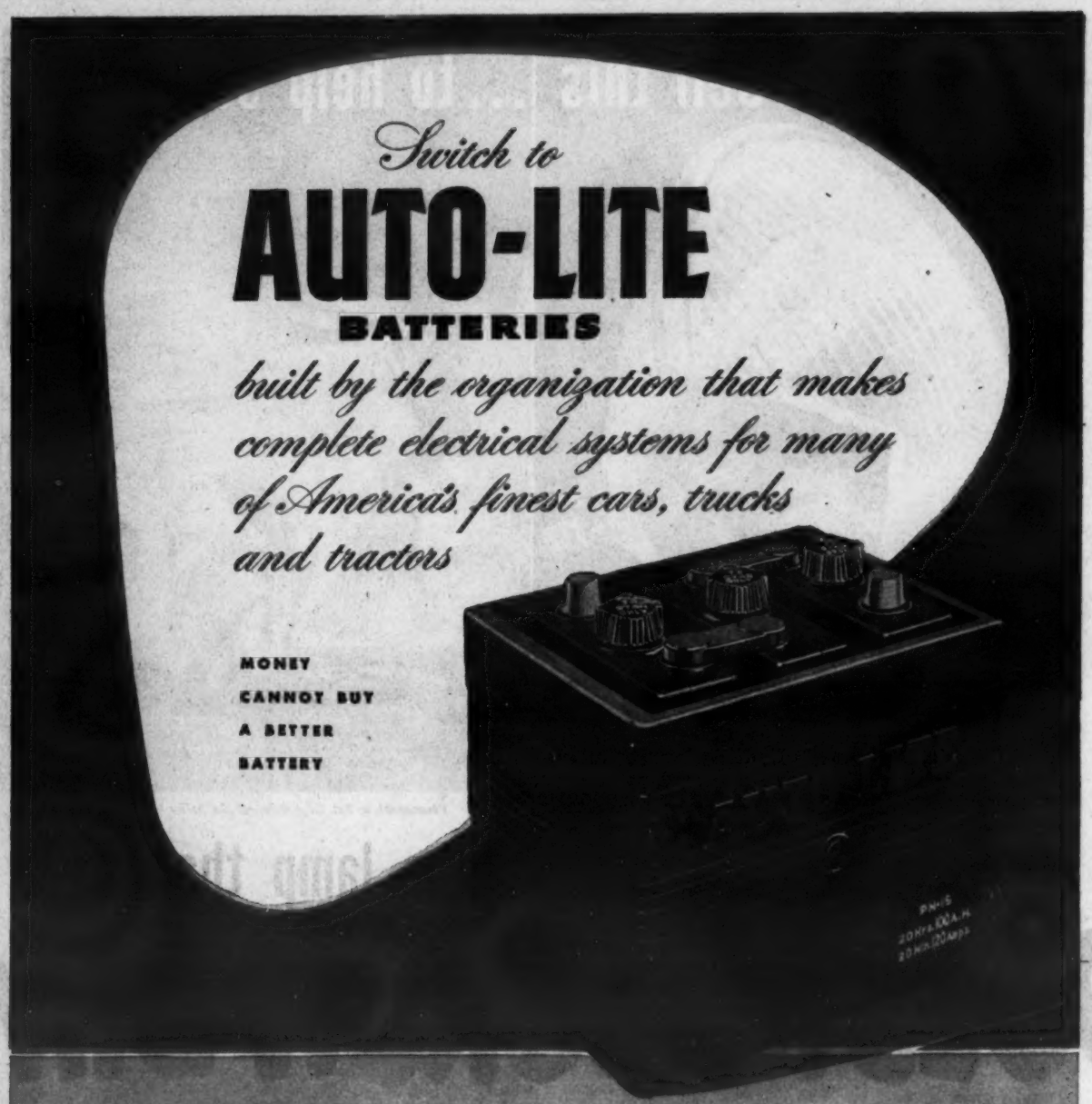
"War Assets in the past three months has made vigorous and successful efforts to unearth set-aside inventories and make them available to veterans. We are continuing to satisfy certificates as fully and rapidly as possible. This year, veterans have bought well over one-fourth of all consumer and capital and producer goods sold.

"We plan to maintain priority in offering, but changes had to be made in servicing veterans if we are to accomplish our main assignment of overall disposal at the earliest possible date.

"At a time when War Assets is undergoing a major reduction in personnel, inventories which have in many cases been offered and re-offered down through the priority claimants still await buyers. Billions of dollars worth of property must be offered in the next few months. Obviously, its disposal will require the utmost of our efforts and resources.

"It is the expectation of the administrator that by June 1, 1947, all surplus property in inventory will have been offered, and the veterans afforded every opportunity to exercise their priority to purchase."

THE NEW ARCO motor-controlled "Color Bar" introduced at the ASI show in Atlantic City looks more like a household refrigerator than a paint-mixing machine. Completely streamlined to fit in any 20-inch square of floor space, this unit provides automatic pre-mixing of paint in cans mounted on two turntables, around a common drive shaft. With all pouring concentrated in a single position, and all the operations under mechanical control, a girl in an evening dress can operate the machine. It is built by the Arco Co., Cleveland.

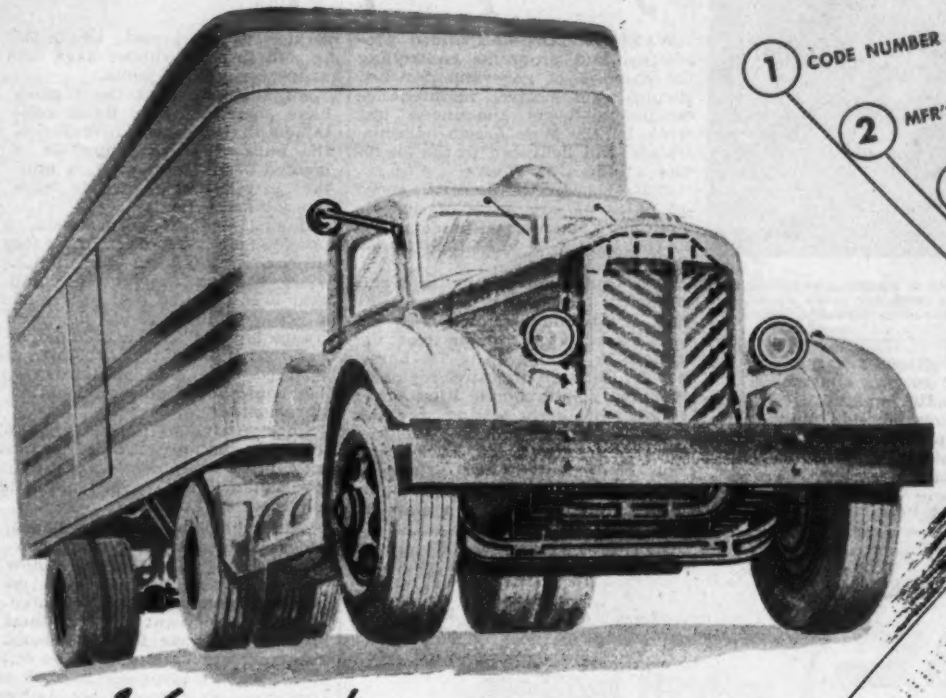


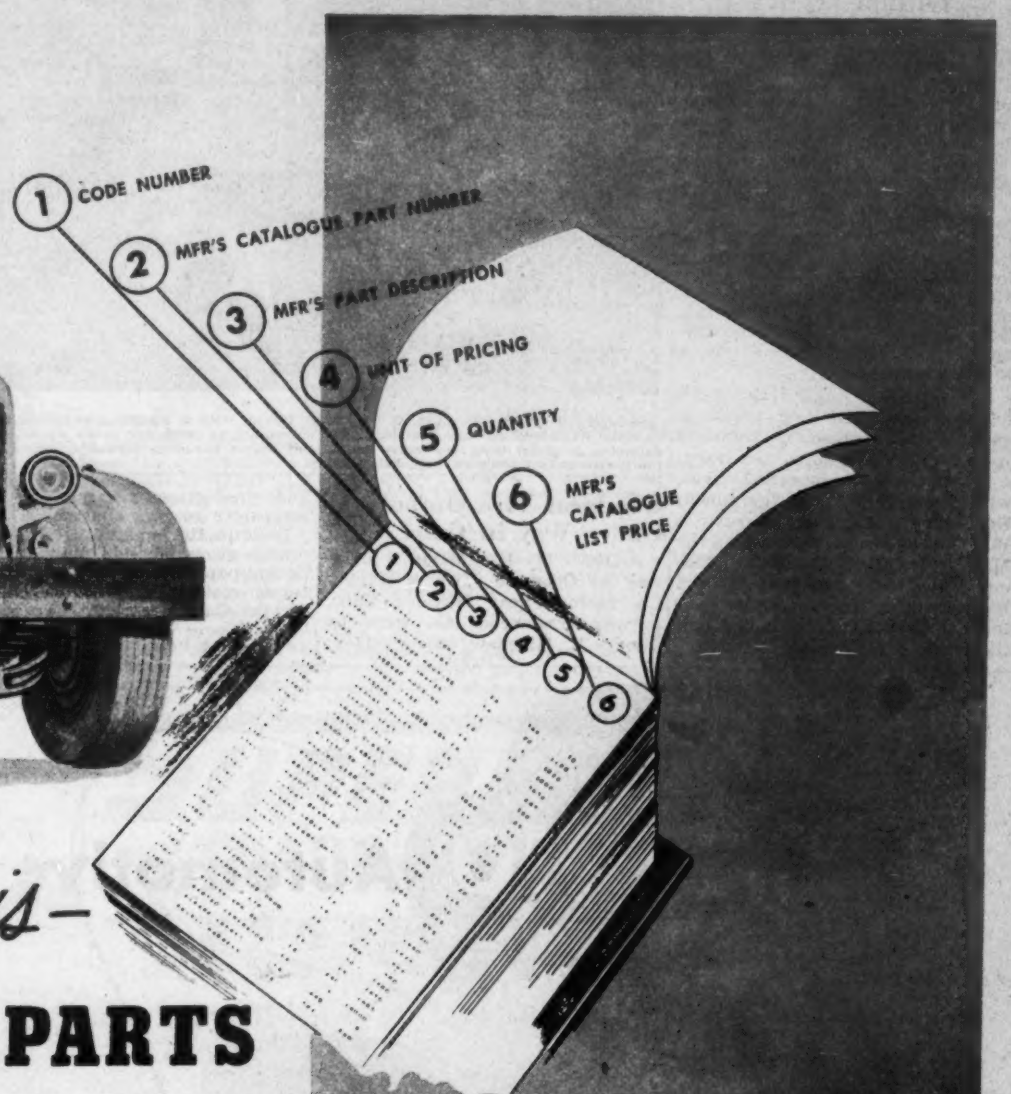
For more than 35 years, the name Auto-Lite has meant automotive ignition and electrical parts of the highest quality. Standard equipment for many of America's finest cars, trucks and tractors, Auto-Lite batteries, spark plugs, instruments and gauges, warning signals, lights and complete automotive electrical systems have established a world-wide reputation for dependability in service.

Auto-Lite engineering and precision manufacturing insures the fact money cannot buy better, more dependable equipment. A new booklet listing many of the major products of The Electric Auto-Lite Company is just off the press. To obtain your copy, write to

THE ELECTRIC AUTO-LITE COMPANY
Sarnia, Ontario Toledo 1, Ohio

TUNE IN THE AUTO-LITE RADIO SHOW STARRING DICK HAYMES—THURSDAYS 9:00 P.M.—E.T. ON CBS





Here's how easy it is—

TO ORDER TRUCK PARTS

- **Make up your own list of what you want by manufacturer's part number. This will save you time.**
- **Go to your nearest WAA Regional Office.**
- **Ask for the Automotive Parts Section.**
- **Examine the inventory.**
- **Place your order.**
- **That's how simple it is!**

War Assets Administration Has a Completely Revised Inventory Every 30 Days!

Here is all the information you need to order surplus truck parts—in one compact volume. Yes, War Assets Administration has inventoried by manufacturer's part number, 11,000,000 surplus truck parts, including all makes and models *used by the armed services.*

You can tell *immediately* what we have and how much of it; who made it and the manufacturer's list price. For all this information is kept up-to-date by means of a Perpetual Inventory record. This record is maintained by the Automotive Parts Section in each WAA office, but is centrally compiled in Detroit.

If we have what you're looking for you can place orders on the spot for prepaid shipment. Don't miss this opportunity to fill your parts requirements. *Visit, phone or write the Automotive Parts Section in your nearest WAA Regional or District Office.*

All orders are subject to existing priority regulations and to prior sale.

WAA POLICY ON SHORT SUPPLY ITEMS

Some parts are in limited supply. When orders for such parts are received, the parts are allocated *equitably*. You know what that means—your chance to buy is as good as the next man's, for there are no preferred "old customers." It also means you can't expect to hit the jackpot on shortage items. We'll try our best to fill your order, but the other fellow has to have *his* share, too.

30% of parts in *short* supply will be held to fill orders from Federal agencies. Orders from other priority claimants will be filled in the following sequence: (1) Certified Veterans of World War II; (2) Subsequent priority claimants; (3) non-priority purchasers. A reserve of 10% of parts in *normal* supply will be held to fulfill the needs of priority claimants. Veterans of World War II should apply to their nearest WAA Regional Office for certification; the actual certificate must be attached to a Veteran's offer to purchase.

EXPORTERS

Exporters are considered as wholesalers in the purchase of surplus property. Any question on export *control* should be referred to office of International Trade, Department of Commerce, Washington, D. C.

TRADE DISCOUNTS

(minimum sale—$500 net)

Discount off manufacturer's list price as shown in catalogue:

Fleet Owner (5 or more vehicles) 45%
Service Garage 50%—Vehicle Dealer 55%
Manufacturer, Distributor, Exporter 75%

All orders are subject to existing priority regulations and to prior sale.

WAR ASSETS ADMINISTRATION

GOVERNMENT OWNED SURPLUS

Offices located at: Atlanta • Birmingham Boston • Charlotte • Chicago • Cincinnati Cleveland • Dallas • Denver • Detroit Fort Douglas, Utah • Fort Worth • Helena Houston • Jacksonville • Kansas City, Mo. Little Rock • Los Angeles • Louisville Minneapolis • Nashville • New Orleans New York • Omaha • Philadelphia • Portland, Ore. • Richmond • St. Louis • San Antonio San Francisco • Seattle • Spokane • Tulsa

704-4

Miami Frolics

Race of Old Cars Heralds City's 50th Birthday

MIAMI, Fla. — The automobile had the spotlight when Miami launched its week of celebration marking 50 years as a city.

The youngest of the nation's larger cities opened the golden jubilee when a collection of old coffee-grinder jalopies raced down Flagler St. and Biscayne Blvd., from the skyscraper courthourse to the Bayfront auditorium where Mayor Perrine Palmer jr. waved the checkered flag proclaiming Bob Gegen and his 1909 Ford the winner. Gegen barely nosed out a 1910 Stevens-Duryea.

The entries included a 1903 Ford driven by Jack R. Rice, president of the Antiquated Automobile Assn., which sponsored the race; a swanky 1909 Stevens-Duryea, with Frankie Watts at the wheel; Bill Parry's 1911 Pierce-Arrow; a 1910 Buick owned and driven by Mrs. T. J. Gillen; and a 1912 Milburn electric piloted by Elbert Baumgartner. Tommy Gillen entered a 1906 Sears, but pulled into the repair pit and failed to finish.

MATHIS MOTORS CO., ATLANTIC CITY, tied in with a leading department store to make its showroom display of the 1947 Commander an attractive event. Sports style dummies, artificial trees and grass and a golf course backdrop furnished atmosphere for the recently introduced Studebaker model.

Goodyear Tire Output Under Way in Cuba

AKRON, O.—Production is under way at Goodyear Tire & Rubber Co. factory near Havana, Cuba, it was announced last week by George K. Hinshaw, vice-president and production manager of the company's foreign operations.

Built in the middle of a 14-acre orange grove, the new plant is producing popular size tires and tubes, repair materials and rubber heels for the Cuban market.

☞Want Ad Dept., inside back cover.

Deliveries Are Expedited . . .

WAA Pushes Disposal Of Shop Equipment

WASHINGTON.—Expanded procedures and programs controlling the disposal of government-owned surplus automotive maintenance equipment were announced last week by the War Assets administration and delivered to the 33 regional offices of WAA.

It is expected the plan will speed up sales of this type of surplus equipment, and expedite deliveries to the buyers, a WAA spokesman said.

The equipment falling into this category comprises compressors and dry vacuum pumps with capacities up to 31 cubic feet per minute or ratings up to 7½ horsepower; lubrication; tire repairing machinery; automobile lifts; brake service; headlight testing; portable wheel alignment; motor testing; all other automobile service station equipment items; grinders—bench, stand and snagging up to and including a six inch diameter (service station types); tire molding and forming rubber bags, and garage type roller jacks.

Although most of the regions have some of these items contained in their own inventories, the bulk of these properties is located at Lordstown, O., a military installation about five miles from Warren, O.

Under the plan, WAA said, a complete and accurate inventory will be available in the regions where surplus automotive equipment is located, so that orders can be screened and readily delivered. Orders unfilled at the regional offices will be sent to Lordstown to be filled. The sale at Lordstown is a continuous "sale on location" operation.

Since early in February, 1946, nearly $8 million worth of surplus automotive equipment (cost to the government) has been sold and delivered at Lordstown.

Although on two occasions, sales were conducted for priority holders, the items are now open for sale for all levels of recognized buyers, it was stated. About 75 percent of the total orders filled are from veterans.

A complete catalog of all available surplus equipment located at Lordstown is issued from Lordstown every two weeks. Heretofore only new equipment was listed, but used surplus items will be on display and have catalog listings.

The catalog contains the following information: Federal stock number; a detailed description of the item; quantity available; maximum sale (if required), and the manufacturer's list price.

The condition of the property will be indicated as new—used and reconditioned—used and usable without repairs—used with repairs required.

Discounts on manufacturers' list prices are allowed to all priority holders and jobbers, fleet owners, garage operators, industrial users and commercial buyers.

9,134 New Cars Sold in D. C.

WASHINGTON.—The Washington Automotive Trade Assn. disclosed last week that automotive sales for the District of Columbia for the first nine months of 1946 totaled 9,134 new cars and 35,754 used vehicles for a total of 44,888 sales.

1911 Maxwell Steals Show At Doyle Bros. Opening

The showing of a 1911 Maxwell, by way of contrast with the post-war Chryslers and Plymouths on display, attracted large crowds to the opening of Doyle Motors, Rockford, Ill., recently.

Robert F. and Richard T. Doyle, owners, have returned to the dealership business after service in the armed forces.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

THIS COMMEMORATIVE medal has been struck in honor of the 25th anniversary of Seiberling Rubber, Akron, and depicts its founders, C. W. (left) and F. A. Seiberling. Designed by Anthony de Francisci, sculptor who also created the "ruptured duck" discharge emblem for the armed forces, the medal is reproduced on all company anniversary literature and on miniatures attached to key chains distributed to all employes.

Automotive Vehicles Ever Built have been Better Because of

Bendix Experience

That Bendix is the world's largest manufacturer of automotive brakes is common knowledge in the trade. Bendix engineering experience over the years serves as concrete assurance of better things from Bendix in the future. Expect the best from Bendix—Brake Headquarters for the automotive industry.

Experience is the reservoir of precedent that holds many of the answers to problems of the future, and makes it possible to avoid errors of the past. The most promising plan can go astray in one tiny error that experience would have forestalled. And in the automotive field—where experience is the keystone of success—Bendix* can point to thirty years' cooperation with a progressive industry.

BENDIX PRODUCTS DIVISION, BENDIX AVIATION CORPORATION, SOUTH BEND 20, IND.
*REG. U. S. PAT. OFF.

Bendix AVIATION CORPORATION

WHEEL BRAKES · HYDROVAC* POWER BRAKING · CENTERMOUNT PARKING BRAKE · E.E.* VACUUM POWER RELAY VALVES · HYDRAULIC BRAKE CONTROLS · TRAILER VACUUM POWER BRAKES · HYDRAULIC POWER STEERING

Bendix PRODUCTS DIVISION

— Auto Advertising —

Ford Dealers OK National Ad Fund

By Bob Finlay

Ford dealer advertising representatives have unanimously agreed to set up a precedent-shattering cooperative national advertising fund in addition to the district cooperative funds.

It is understood that the dealers' ante for advertising will be about double the present figure per car.

The resolution adopted by the dealer advertising committee chairmen from the 33 districts described the fund as being "for the mutual benefit of all Ford and Lincoln-Mercury dealers to be used in the advertising and promotion of Ford products and dealer service."

It will be administered by the company.

J. R. Davis, vice-president and director of sales and advertising, who presented the cooperative plan to the dealers, said:

"The plan was approved unanimously by dealer representatives and has unlimited merchandising potentialities for the time when the auto business again becomes competitive."

While in Dearborn, the dealers were also addressed by E. R. Breech, executive vice-president, and by Henry Ford II, president.

The companies advertising plans for 1947 were presented by Walker Williams, Ford general sales manager; B. R. Donaldson, advertising director, and Frank McGinnis, Ford car advertising manager, in conjunction with representatives of J. Walter Thompson Co., Ford's advertising agency.

Meanwhile, as part of a public-relations program, Ford has commissioned Transfilm, one of the top producers of educational and industrial pictures, to produce three sound color films designed to show the beauties of travel in the United States.

Parade

Parade will change its page size and hold price line, Arthur H. (Red) Motley, publisher, announced last week.

Asserting that there is no good reason why there should be three different sizes and specifications for the three syndicated Sunday magazines, Motley said *Parade* would make page size and specifications identical with *This Week*.

Rate Card 12, effective Feb. 2, 1947, sets the cost per black and white page per thousand at $1.86 compared with $1.95 in Feb. 2, 1946.

Sales Counselors

Predicting a sharply rising need for experienced business counsel when the buying honeymoon is over, a new firm called Sales Counselors, Inc., has announced opening of offices in the New Center Bldg., Detroit, to enter the twin fields of public relations and sales counseling.

"All sales departments realize that the time is near when they will have to get out and sell again," the announcement said. "Many of them also realize that they may need assistance to do the big selling job ahead of them."

Robert L. Perry

C. P. Fiskea

Heads of the new firm are C. P. Fiskea, former advertising manager and sales executive of Chevrolet, and Robert L. Perry, former *Detroit Free Press* business editor, and a public relations executive.

Heads ANAN

Harold A. Stretch has been elected president and chairman of the board of the American Newspaper Advertising Network, succeeding the late Harold B. Sherwood. Stretch is advertising director of the *Philadelphia Inquirer*.

Three new ANAN directors were elected at the same session of the stockholders. F. M. Flynn, recently appointed general manager of the *New York News*, replaces Sherwood. The other two new directors are Emil A. Hartford, *Los Angeles Times*, and Edward D. Madden, executive vice-president and general manager of ANAN.

The network's directorate also includes George C. Biggers, *Atlanta Journal;* Chesser M. Campbell, *Chicago Tribune;* Stuart M. Chambers, *St. Louis Post-Dispatch;* Robert B. Choate, *Boston Herald-Traveler;* Charles J. Feldmann, *Des Moines Register and Tribune;* Samuel H. Kauffmann, *Washington Star;* Irwin Maier, *Milwaukee Journal;* Henry M. McClaskey, *Louisville Courier Journal and Times;* Richard W. Slocum, *Philadelphia Evening Bulletin.*

Video on Production

Television camera crews of the American Broadcasting Co. have completed filming scenes of the automotive industry, it was announced last week by the Automobile Manufacturers Assn. which cooperated in the venture.

The film is a documentary study of the automotive industry's efforts to attain full production and the reasons which have held output in 1946 to but 38 percent of the projected schedules. Five ABC stations, New York, Washington, Philadelphia, Schenectady and Chicago, plan to televise the film about Dec. 15.

Chevrolet Honored

Chevrolet has been awarded recognition as one of the outstanding leaders among national advertisers for its direct mail campaigns. The award was made by the Direct Mail Advertising Assn. The direct mail literature submitted for the contest consisted of a truck sales program and a service campaign, prepared for the 7,000 Chevrolet dealers, and literature promoting the annual All-American Soap Box Derby. The literature was prepared by Campbell-Ewald Co., Chevrolet's advertising agency.

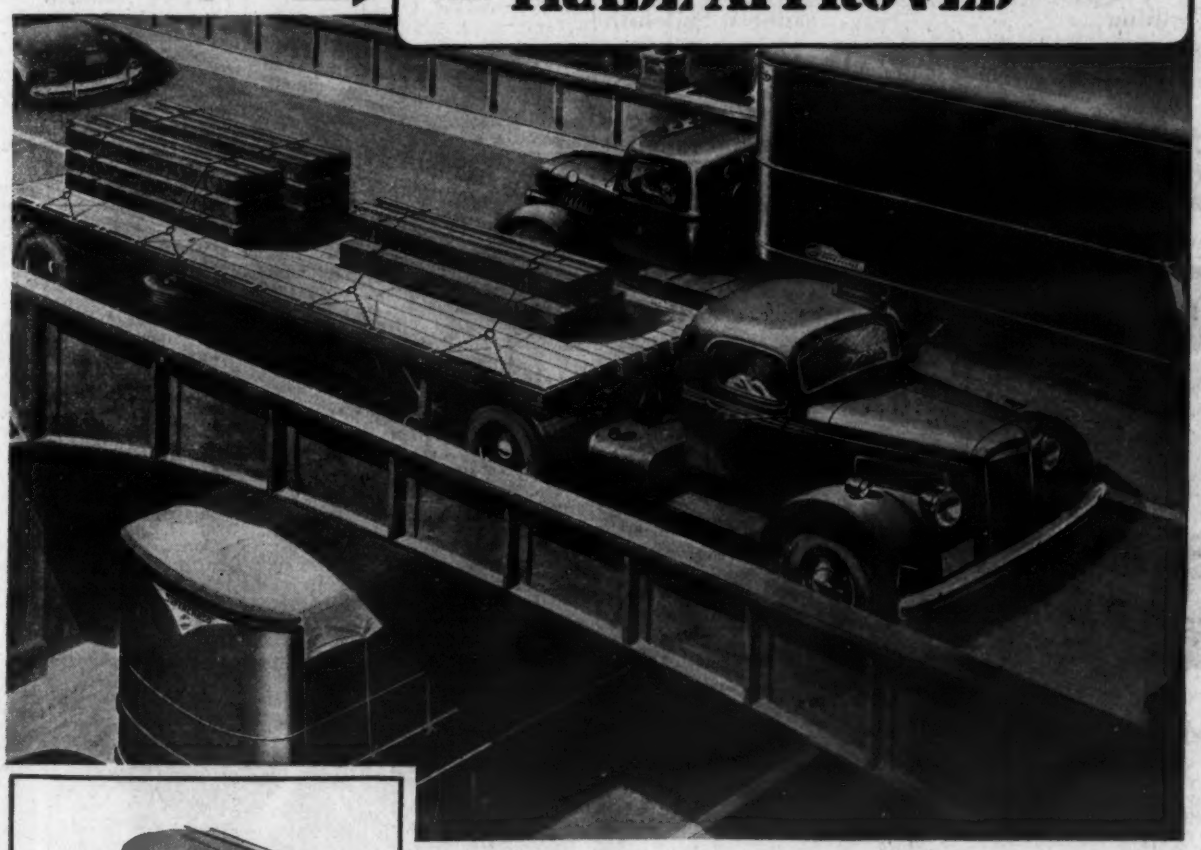
"KEEP YOUR EYE ON THE BALL" was the theme of a meeting for more than 200 Ford dealers in Atlanta conducted by Robert J. Burke. Addresses were given by C. R. Beacham, Ford southeastern regional manager, Chester, Pa.; George Holtsinger, Holtsinger Motor Co., Tampa, Fla., and W. F. Duckworth, Cavalier Motor Co., Norfolk, Ga.

Names

Frederick Wagner, early-day automobile editor of the *Seattle Times*, died recently in Los Angeles where he was advertising manager of the *Herald-Express*. He first joined the *Times* staff in 1910, serving until the early twenties.

For More Miles of Low-Cost Hauling →

SUPERCARGO
THE TRADE-APPROVED TRAILER



Can You Sell Trailers?

A limited number of SUPERCARGO distributorships and dealer franchises are still open. If yours is a substantial organization with truck trailer or automotive experience, and if you'd like to be a SUPERCARGO distributor or dealer, write or wire American Bantam Car Co., Butler, Pa., for further information.

FLEET OWNERS who are using SUPERCARGO say, "This is the trailer for low-cost, trouble-free operation." That's because SUPERCARGO has a combination of features for economy operation and maintenance found in no other trailer . . . and every one *trade-approved* by hundreds of operators before a single SUPERCARGO was built.

SUPERCARGO platform trailer, for example, answers the demand for rugged construction to handle low-bulk, heavyweight materials, yet is built for handling bulkier loads with equal efficiency.

As in the SUPERCARGO open top and closed van models, the extra heavy duty brakes, the power-conserving quadri-point spring suspension, extra-size four-wheel vertical supports and other features give the SUPERCARGO platform trailer an *extra* margin of performance over any other make on the road.

See SUPERCARGO on display at distributors in many big cities before you buy.

BANTAM SUPERCARGO TRAILERS

AMERICAN BANTAM CAR COMPANY, BUTLER, PA., U. S. A.
Manufacturers of SUPERCARGO Truck Trailers • Cable Address: BANTAMCAR

V 23 No 5 7
DEC 9 46
XUM

Maximum Commissions to Producers

Specialists in Automobile Finance Insurance

For Finance Companies and Dealers Financing Their Own Time-Sales

Write for Full Particulars Without Obligation

RESOLUTE FIRE INSURANCE CO.

A New England Stock Company Organized in 1926

350 MAIN STREET HARTFORD 4, CONN.

SOUTHEAST FABRICS COMPANY

JOBBERS AND CONVERTERS

Artificial Leather, Plastic Fabrics and Cotton Textiles

AUTOMOTIVE FABRICS FOR SEAT COVER MANUFACTURERS

Woven Fibre Sport Topping — Artificial Leather Colored Sailcloth

AVAILABLE FOR IMMEDIATE DELIVERY

Samples Mailed on Request

SOUTHEAST FABRICS COMPANY

40 WORTH STREET CAnal 6-8363 NEW YORK 13, N. Y.

McKINLEY-GREGG AUTOMOBILE COMPANY

DODGE • PLYMOUTH • DODGE "JOB RATED" TRUCKS

5803 Centre Ave. Pittsburgh, Pa.

September 7, 1946

Oltman - O'Neill Co.,
5171 Martin Avenue,
Detroit 10, Michigan.

Dear Mr. Oltman:

The bodies delivered so far have been given a favorable reception, both among our customers and our associate dealers. Demand has far exceeded our expectations.

I will send you a list of shipping order numbers and painting instructions.

Thanking you very much for your prompt service and attention to our problem.

Very truly yours,
MCKINLEY GREGG AUTOMOBILE CO.
F. M. Grose
FOSTER M. GROSE, COMMERCIAL MANAGER

ALL STEEL • • RIGID GRID FRAME • • ALL WELDED • • ALL RUSTPROOFED
LEAKPROOF STEEL ROOF OR OPEN TOP • • NONSKID STEEL FLOOR • •
SMOOTH SIDES • • PAINTED TO MATCH CAB AND CHASSIS

— SOLD BY ESTABLISHED TRUCK DEALERS —

ATA Index Hits Oct. High . . .

Truck Haulage Climbs To 2 New Records

WASHINGTON.—Recovering from the temporary slump in September caused by strikes, the volume of freight transported by motor truck in October established two new records, according to statistics compiled by the American Trucking Assns.

The ATA truckloading index figure, computed on the basis of the average monthly tonnage of the reporting carriers for the three-year period 1938-1940 as representing 100, climbed to 204 in October.

According to W. A. Bresnahan, ATA's director of research, this was the highest October index that has been recorded since ATA began keeping records in 1937.

Moreover, the 204 index in October, following an identical 204 index for August, makes 1946 the first year of record in which the index has exceeded 200 in more than one month. The index has equalled or exceeded 200 on only two other occasions. The first was the 200 index recorded in April, 1943, and the other was the record 205 in March, 1945.

The average index for the first 10 months of 1946 was 182, exceeded only by the average 187 recorded in the first 10 months of 1943. The average for the first 10 months of 1945 was 179.

The October volume represented an increase of 16.9 percent over September, and 14 percent over October of last year.

Comparable reports received by ATA from 199 carriers in 39 states showed these carriers transported an aggregate of 2,231,671 tons in October, as against 1,908,227 tons in September and 1,957,514 tons in October, 1945.

Approximately 83 percent of all tonnage transported in the month was hauled by carriers of general freight. The volume in this category increased 18.4 percent over September and 18.2 percent over October, 1945.

Transportation of petroleum products, accounting for about 11 percent of the total tonnage reported, showed an increase of 6.8 percent over September and 18.6 percent over October, 1945.

About 4 percent of the total tonnage reported consisted of miscellaneous commodities, including tobacco, textiles, groceries, motor vehicle parts, motor vehicles, chemicals, school supplies, rubber goods, pelts and packing house products. Tonnage in this class increased 18.1 percent over September and 6 percent over October, 1945.

The October tonnage of carriers reporting from the eastern district represented an increase of 18.8 percent over September and 14.6 percent over October, 1945.

Carriers in the southern region reported an increase of 16.4 percent over September and 8 percent over October, 1945.

Tonnage reported from the western district revealed an increase of 13.2 percent over September and 14.7 percent over October of last year.

Trailer Output Drops to 6,578 In September

WASHINGTON.—Production of truck trailers totaled 6,578 units in September, according to figures reported last week by the Bureau of the Census.

Of this total, it was stated, 6,143 units were complete trailers and 435 were trailer chassis shipped as such. September production represented a 14 percent decrease from the postwar peak of 7,650 units reported in August.

Part of this decrease, it was pointed out, was probably due to the fewer working days in September than in August.

Total shipments for the month were 6,207 units, of which 5,772 were complete trailers and 435 chassis only. This was a decline of 12 percent from the preceding month. September shipments were valued at $12.6 million, 10 percent less than the August figure of $14 million.

These statistics, it was said, are based on reports received from 114 plants manufacturing truck trailers, and represent all known companies in the industry which were active during the month. The report covers truck trailers with a rated capacity of five tons or more.

Barium Steel Buys Cuyahoga Spring Co.

NEW YORK.—The Barium Steel Corp. announced it has acquired full control of the Cuyahoga Spring Co., Cleveland, O., one of the principal manufacturers of steel wire coil springs, wire forms and patented steel clips.

John H. Van Uum, who founded the Cuyahoga Spring Co. in 1906, will remain its president and treasurer.

CHICAGO PNEUMATIC TOOL CO. has announced a new Pneudraulic pump for powering all types of hydraulic rams, jacks, and presses in automotive shops. This air-powered hydraulic pump, equivalent in size and weight to conventional hand-powered pumps, operates from any shop air hose. The operator can touch the control throttle with his foot or knee, leaving his hands free to place a jack, locate work in a press, etc. Weight is 19¾ pounds. The illustration shows the pump with a 10-ton body and frame jack, used on body straightening.

Retail Co-ops Increase Sales To $680 Million

WASHINGTON.—Retail consumers' cooperatives in the U. S. sold goods and services last year amounting to nearly $680,000,000, according to the U. S. Bureau of Labor Statistics. Sales for the previous year were $613,000,000.

Wholesale and service business of central cooperative federations during the same period rose from $163,500,000 to $186,500,000. The output of cooperative productive facilities in 1945 was valued at $60,500,000, according to the report, an increase of nearly $12,000,000. More than half of this dollar volume was produced by 10 cooperative petroleum establishments.

Patronage refunds, the main distinguishing features of cooperatives, the report stated, averaged 4.1 percent of the retail store sales and 7.8 percent for the petroleum association sales, for those groups from which reports were received. Refunds are made to members and other patrons from earnings in proportion to patronage.

The cooperative movement also includes nearly 9,000 credit unions (granting loans to members) and about 5,000 telephone, 850 electricity, and 2,000 insurance associations.

Firms Press Fight On St. Louis Tax

ST. LOUIS.—Three public utility firms, the Union Electric Co. of Missouri, Southwestern Bell Telephone Co. and the Laclede Gas Light Co. last week joined the Carter Carburetor Co. in its fight against the enforcement of a recently enacted city payroll tax. The suit is pending in the local Circuit court.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

AUTO SEAT COVERS

INDIVIDUALLY TAILORED COVERS
In Plastic, Fibre & Sailcloth
PROMPT DELIVERY
1947 Catalog on Request
PERFECT FIT COVER CO.
1776 Broadway, New York 19, N. Y.

go getters

When an Elk wants something, he goes right out after it. That's why 51.1% of the 800,000 Elks own their *own* business; why 60.4% own their own homes. Talk now to these go-getters.

THE Elks MAGAZINE

Dealer Business Counsel

Check Production Space with Repair Orders For Service Key

By J. B. Van Tassel

ONE SUCCESSFUL and sure way of obtaining high grade experienced help, and holding them, is to pay them well, treat them right, make their surroundings clean and pleasant, furnish them with up-to-date facilities and tools with which to do a good job for themselves and you, and don't continually overwork them. The days when employers could talk down to them and browbeat them are gone forever. They will perform far more profitably for you, turn out much better work and stay with you longer, if you will sell them on the benefits to them and all concerned by doing a job a certain way you may want it done, rather than telling them this is the way it's got to be, or else. If there are no benefits to be gained and the change is made simply for the sake of change, then probably it should not be made.

J. B. Van Tassel

Another important factor to consider in obtaining good help and holding them is the matter of old age pensions, group life insurance, group hospitalization, sickness and accident insurance. These attractive benefits are being offered to employes by many companies, and they not only serve as additional compensation but also greatly help in the building of employe stability and loyalty. Bonuses and gifts for length of service and outstanding performance are inexpensive, but very effective methods of holding employes, especially where they are paid around Christmas time or just before the start of a vacation.

I would suggest that all dealers who do not now have such plans in effect for their employes, get in touch with their nearest reliable insurance agency for information on these various group plans.

* * *

Productive Space Also Important

PROFIT-SHARING plans for employes are also gaining wide popularity with automobile dealers and many other lines of business. This plan is probably the best of all plans in the development of a permanent and successful relationship between employer and employe. There is nothing a productive or nonproductive employe likes better than to feel that he or she is an integral and important part of the business. When employes are sharing in the profits they require less supervision in helping employers hold down expenses and increase sales and profits.

The efficient manner in which customer service work flows through your shop is important in the building of repeat service business and customer goodwill. Adequate and experienced manpower is an important factor in the successful flow of this customer service traffic. The number of mechanics, body and paint men and helpers that dealers should and can employ depends largely on the amount of floor space available for service production.

A recent survey made by the writer from dealers' statements received from every part of the country and covering the first five months of 1946, showed that the average dealer wrote approximately 300 repair orders per month, or 3,600 per year, and employed an average total of six mechanics. Experience shows that each mechanic has at least one full time productive stall to work in, so if the average stall is 200 square feet, and that's about right for a full time productive stall, then the total square feet in the average service station for productive stalls would be 200 by 6 or a total of 1,200 square feet. However, to this total you should add about 40 percent for aisles, posts, etc., which would mean the average dealer's service department contained about 1,680 square feet of floor space for productive labor only and not including space for used car reconditioning, other inter-department labor and the office.

* * *

Half Square Foot Needed For Each Repair Order

BASED on this study, there was a total of approximately one-half a square foot of productive floor space in use for customer labor for each repair order written. Of course, you must remember this is just average, and average always includes the best of the worst, and the worst of the best, and no one wants to be just average. Also you must bear in mind that these averages are made up from results of dealers as taken in abnormal times. When a sufficient number of the old cars that are now in operation and require large repair jobs are replaced with new cars, most of our present swell averages will probably change greatly.

However, where your total amount of productive floor space for customer labor in your shop is currently averaging less than one-half a square foot of floor space per repair order written per annum, you should probably start making a study of your present floor area, because lack of adequate space for customer service not only stops service expansion but may also be responsible for driving your customers away. You should have at least one full time productive stall for each full time productive mechanic.

Also where your shop is undermanned because of a lack of proper space, you will usually find overtime charges running high, as this usually increases your cost of labor sales, especially where you are operating on a flat rate and charge basis. However, there are times when it is not always a case of a shortage of space as much as it is a poor layout that causes a congested condition in your shop. Either one, a shortage of space or adequate space with poor layout, will prove costly to a dealer in the service operation.

Next article: Production Hours.

Expenses Up?

Expenses have increased considerably since the resumption of new-car production.

How does your expense increase compare with the increase of the average dealer?

Columnist Van Tassel will be glad to give you the answer.

Simply fill in the following information as requested, clip out this space, attach it to your letterhead, and mail it to J. B. Van Tassel, c/o Automotive News, Detroit 26. He will be glad to give you the answer by return mail. Your figures will be kept in strictest confidence.

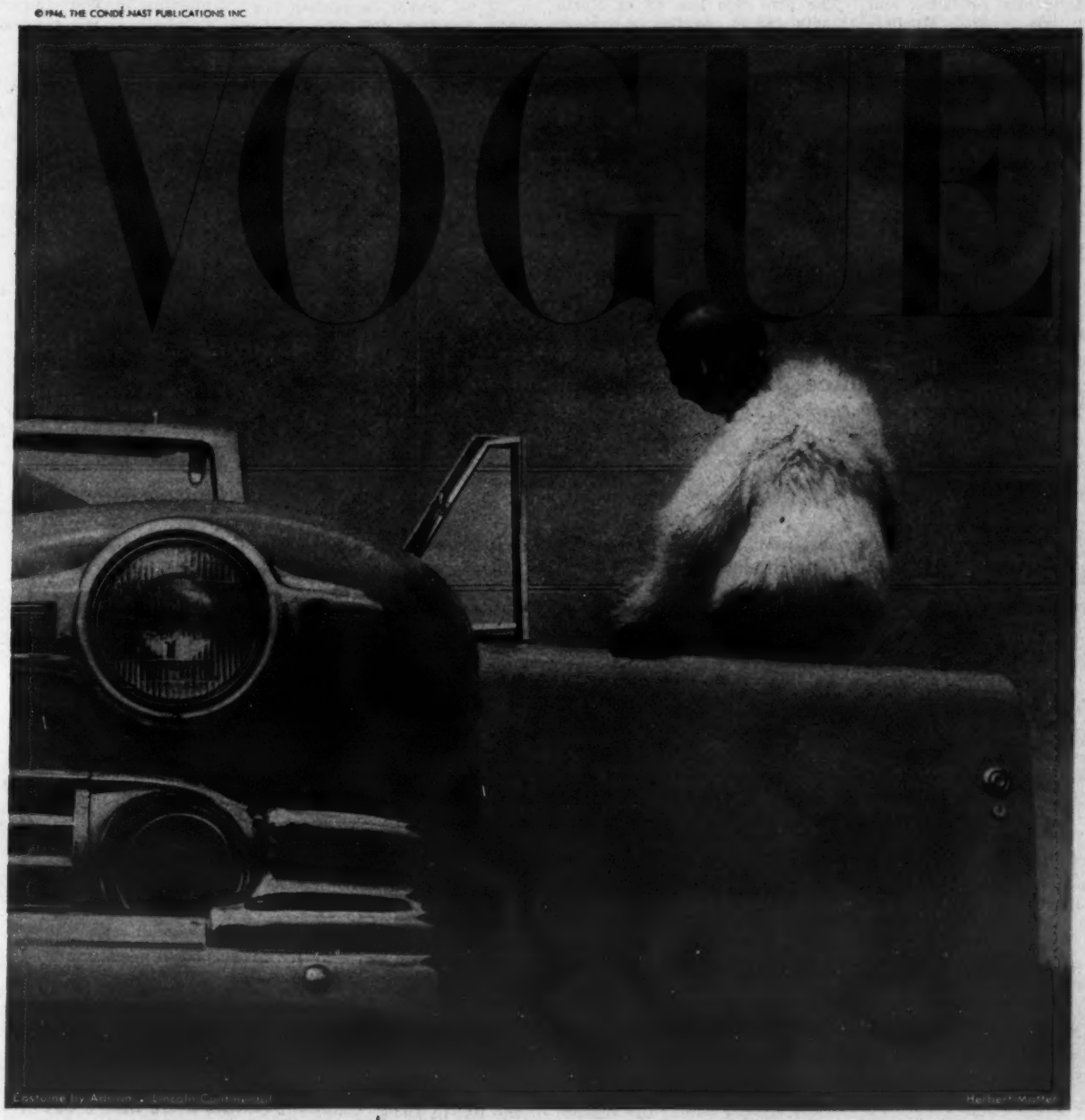
GRAND TOTAL EXPENSE (All Departments)

For 10 months period ending Oct. 31, 1945 $.....

For 10 months period ending Oct. 31, 1946 $.....

Tollie Bass Opens New Home at Fort Pierce, Fla.

Bass Motor Co. (Buick-Pontiac-Cadillac), Fort Pierce, Fla., has occupied new quarters at Fourth and Florida Aves. **Tollie Bass** is owner. **L. M. Stroud** is named office and stockroom manager, **Lonnie Ashburn** is shop superintendent, **Kenneth Arter** is in charge of the lubrication department, and **L. A. Mercer** is in charge of the adjoining service station.



new Car | old Customer

Vogue's reader-leader is an old customer...for the newest, the smartest.

A pace-setter of long standing, she owns *more* cars and replaces them *twice as often* as the average car-owner.* You can make her your *new* customer...if you show her your car in Vogue.

**Vogue's last pre-war survey*

Dealer Doings

Wills Adds Two Stories To Present Plant

Harvey Wills, of Wills Motor Co., Garrick, Pa., announces the construction of a two-story addition to his present building. Advertising of the addition is carried out by means of postcard sets mailed to 2,000 customers every 60 days, reminding them of the increased facilities of the new plant, and through local newspaper advertising layouts.

• • •

Mueller-Harkins Passes Thirtieth Milestone

Mueller-Harkins Motor Co., Tacoma, Wash., recently celebrated its 30th anniversary as a Buick dealer, one of the oldest in the country.

R. A. Mueller and **Leo W. Harkins** were co-founders. The latter retired in 1931, but Mueller is still head of the dealership. The firm moved to its present quarters in 1919, enlarged them in 1923 and established its own financing and investment unit in 1925. Mueller-Harkins was named southwest Washington Buick distributors in 1934 and now serves Puyallup, Olympia, Centralia-Chehalis, Aberdeen-Hoquiam, Pt. Angeles, Shelton, Raymond and Bremerton.

• • •

Holland Occupies New Site in Carnegie, Pa.

Holland Chevrolet Co., Carnegie, Pa., moved into a new concrete-block building five months after breaking ground, it is reported by **J. W. Holland**, owner. **Wesley E. Holland**, son of J. W., is in charge of the service department.

• • •

Adds Dealers

44 K-F Outlets Signed By Red River Motors

Red River Motors (Kaiser-Frazer), 17 Seventh St., S., Fargo, N. D., announced last week that it has signed 44 dealers in 25 counties of North Dakota and 14 in western Minnesota.

The firm also has all of North Dakota and 14 counties in western Minnesota for the K-F implement line.

Officers of Red River Motors are T. J. Skrei, president and general manager; Owen Brandser, vice-president; W. A. McDunn, secretary, and Harvey Remund, treasurer.

• • •

Wyman Opens New Building In Alton, N. H.

Wyman's Garage (Chevrolet), Alton, N. H., which established temporary quarters following a fire June 29, has moved into its new building, constructed of cinder blocks and containing 8,000 square feet of space. **Carl Wyman** is owner.

• • •

Miller Resigns Ford Post To Start Dealership

Ralph Miller, former service supervisor of the Buffalo division of Ford Motor Co., has resigned to operate his own Lincoln-Mercury dealership in Watertown, N. Y.

Speakers at the farewell dinner included **District Manager Robert F. Leonard**, **Assistant District Manager B. I. Hines**, **Assistant District Manager Robert L. Murphy**, all of Ford; **Harry Maides** of the Lincoln-Mercury division, and **Joseph Herr**, truck supervisor.

• • •

Jennings, Gallacher Join Sacramento Dodge Dealer

Bert Jennings, who has been connected with Dodge dealer organizations continuously for the past 20 years, has joined Miller Automobile Co., Sacramento, Calif., as wholesale manager. Jennings formerly was associated with R. B. McBride, Dodge distributor at Modesto.

Clarence D. Gallacher has also been added to Miller's as office manager. Gallacher was formerly connected with J. E. French Co., San Francisco.

• • •

Lindow Has Grand Opening Of Pontiac Sales in Wis.

Grand opening of the Lindow Pontiac dealership, Medford, Wis., was held recently. Refreshments and music were provided for visitors. The new structure has glass block windows and is air conditioned.

• • •

Fair Enough

Dealer Outlines Policy For His Customers

Arthur R. Murray, treasurer of Murray Chevrolet Co., Norwood, Mass., has outlined for the public his company's policy on the delivery of new Chevrolet passenger cars and trucks.

"We are going to deliver new Chevrolet passenger cars and trucks," Murray said, "on the first come-first served basis, except in the case of veterans and doctors now without cars but whose occupations require the use of a car."

Murray explained that buyers wouldn't necessarily have to have a used car for tradein on new delivery. "We concede to the customer his right to dispose of his car as he sees fit," Murray declared.

• • •

Wolverine and Johnson Exchange Sites

Wolverine-Buick and A. B. Johnson Chevrolet companies, Grand Rapids, Mich., exchanged buildings last week.

As a part of the deal, Wolverine-Buick recently listed in Lansing a change of capital structure from authorized $45,800 class A and $60,000 class B to $200,000 class B stock.

• • •

Behnken Named Dealer For Ford in Anita, Ia.

Behnken Motor Co. of Anita, Ia., has been appointed Ford dealer for the Anita territory. The dealership is headed by **Claus Behnken**, formerly of Wiota, Ia.

• • •

Milton Motor Marks Twenty-ninth Milestone

Milton Motor Co. (Ford), Booneville, Miss., recently celebrated its twenty-ninth anniversary. The dealership is located on Highway 45.

• • •

Lincoln-Mercury Firm Opened by Alexander

Howard Alexander, 14-year veteran of the automobile business, has opened Happy Alexander Motor Co. (Lincoln-Mercury), 2316 Q St., Galveston. He was formerly with Ben Johnson Motor Co. and the Raymond Pearson Motor Co., Houston.

• • •

Holley Chartered in Tex.

Application for incorporation of the Holley Motor Co., Tyler, Tex., has been approved. **Claude S. Holley**, **Lois A. Holley** and **Wayne C. Neel** were listed as the incorporators and capital stock was listed as $100,000.

• • •

Firm Organized

The Forest-Olds-Cadillac Co., 4100 Laclede Ave., St. Louis, has been incorporated by **Arthur R., Earl C.** and **Clinton Lindburg** with $60,000 authorized capitalization to operate a new and used-car business, deal in boats and boat supplies and aircraft accessories.

TAKING ACTIVE PART IN THE recent formal opening of the modernized and enlarged Brogan Oldsmobile firm in Paterson, N. J., are, from left, F. Q. Murphy, assistant sales manager, Oldsmobile; Thomas J. Brogan, president; Roland A. Flanagan, manager of the dealership, and D. A. McIntyre, New York zone manager of Oldsmobile.

6-year retail gains in 15 biggest metropolitan areas

Milwaukee stands out as most consistent high-level city in Federal Reserve Bank reports on department store sales

1941 Over 1940		1942 Over 1941		1943 Over 1942		1944 Over 1943		1945 Over 1944		1946 Over 1945*	
BUFFALO	24%	SAN FRANCISCO	21%	LOS ANGELES	20%	SAN FRANCISCO	15%	MILWAUKEE	14%	NEW YORK	36%
CLEVELAND	22	BALTIMORE	20	SAN FRANCISCO	18	MILWAUKEE	13	NEW YORK	14%	MILWAUKEE	35
MILWAUKEE	21	WASHINGTON	18	MILWAUKEE	11	LOS ANGELES	13	CINCINNATI	14	CINCINNATI	34
DETROIT	21	DETROIT	17	BUFFALO	11	CINCINNATI	12	ST LOUIS	14	PITTSBURGH	33
WASHINGTON	20	MILWAUKEE	15	CINCINNATI	11	NEW YORK	12	LOS ANGELES	13	CHICAGO	32
BALTIMORE	20	BUFFALO	14	BALTIMORE	10	PITTSBURGH	11	SAN FRANCISCO	12	ST. LOUIS	32
ST. LOUIS	17	CLEVELAND	13	CHICAGO	7	ST LOUIS	11	PITTSBURGH	12	LOS ANGELES	31
PHILADELPHIA	16	PHILADELPHIA	13	ST LOUIS	7	BOSTON	11	BOSTON	11	BUFFALO	31
CINCINNATI	16	ST. LOUIS	10	NEW YORK	7	CHICAGO	10	CHICAGO	11	CLEVELAND	29
PITTSBURGH	16	LOS ANGELES	10	WASHINGTON	6	PHILADELPHIA	8	PHILADELPHIA	9	DETROIT	28
LOS ANGELES	16	BOSTON	10	BOSTON	6	BALTIMORE	7	WASHINGTON	9	BOSTON	28
BOSTON	12	CINCINNATI	10	CLEVELAND	5	WASHINGTON	6	BALTIMORE	8	PHILADELPHIA	27
SAN FRANCISCO	11	PITTSBURGH	8	PHILADELPHIA	5	BUFFALO	6	BUFFALO	8	BALTIMORE	25
CHICAGO	10	NEW YORK	6	PITTSBURGH	5	CLEVELAND	5	CLEVELAND	8	WASHINGTON	21
NEW YORK	10	CHICAGO	6	DETROIT	3	DETROIT	5	DETROIT	5	SAN FRANCISCO	20

*9 Months

Here is a picture of retail business activity in the nation's 15 largest metropolitan centers before, during and after the war. The chart is based on reports of department store sales by the federal reserve system.

Since retail sales trends are the most sensitive and trustworthy yardsticks of market changes, they reflect the changing patterns of our national way of life through the war period and to the present.

Here are changes brought about by population shifts as war production mushroomed; as pay rolls expanded and other buying power factors expressed themselves in our economy. Here is also the measure of how quickly and effortlessly war production centers shifted into peacetime pursuits after victory and maintained their economic balance.

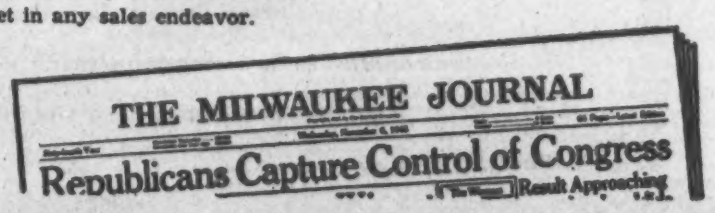
Note how several cities making large gains in 1941 and 1942 were near the bottom of the list in 1944 and 1945, while others low in 1941 and 1942 climbed near the top in the last two years.

But Milwaukee consistently has been on or near the top *every* month of *every* year since 1940. This outstanding record of stability and steady growth confirms once more the dependability of the Milwaukee market in any sales endeavor.

Milwaukee's buying is stimulated daily to a greater extent by The Milwaukee Journal than by any other medium. Concentrated in The Journal, department store advertising, as well as every other classification, reaches more than 9 out of every 10 Milwaukee metropolitan zone families. This is twice as much as any other newspaper; more than any dozen magazines combined — coverage which makes Milwaukee the No. 1 newspaper market.

buy The Milwaukee Journal

the newspaper 9 out of every 10 city zone families read and buy from daily



Dealer Doings

Arthur Fields, of Portland, Names 4 New Executives

Appointment of four key executives as a part of a reorganization of the firm's sales staff is announced by Arthur L. Fields, of the Arthur L. Fields Chevrolet Co., Portland, Ore.

Named were his son, **Philip Fields**, who will be the firm's general manager; **Harold F. Murch**, general sales manager; **J. F. (Bill) Williams**, commercial car sales manager, and **Charles S. Kern**, passenger car sales manager.

* * *

Schmidt-Widdis Building Started in Binghamton

Schmidt-Widdis Co. (Pontiac-Cadillac) is constructing a new building on Hawley St. near Exchange, Binghamton, N. Y. New sales and showrooms will be provided, as well as new service depots. Until completed, sales and service will be maintained at 22 Lewis St.

* * *

Annual Party

Dealer Miller Revives Prewar Fete

Miller Automobile Co. (Dodge-Plymouth), Sacramento, Calif., held its annual party for dealers, executives and factory men at **Royal Miller's** summer home, Lake Tahoe, last weekend. The usual games of chance, horseshoes, badminton, swimming and boating were enjoyed.

Royal Miller, owner of the Miller Automobile Co., has been a Dodge dealer since 1914. These parties are annual affairs, but were suspended during the war. This was the first renewal.

* * *

Donovan Opens Showroom In Southern Florida

R. H. Donovan's new home for Donovan Motors (Dodge - Plymouth), Homestead, Fla., is completed and Donovan is receiving congratulations on the beauty of its design. It fronts the Federal highway on N. Flagler Ave. with 6,000 square feet of floor space visible through 50 feet of silvered, hand-wrought iron gates.

* * *

Manhattan Cadillac Office Moved to Prewar Site

Cadillac Motor has moved its Manhattan showroom from Broadway and 55th St. to Broadway and 57th St., the same site it occupied before the war. The Oldsmobile showroom also has been moved to Broadway and 57th Sts.

* * *

Johnson-Giere Unveils Building in Willmar, Minn.

The Johnson-Giere Motor Co. (Dodge-Plymouth), Willmar, Minn., held open house recently as a feature of its grand opening of a new building recently completed on Litchfield Ave.

J. L. Johnson is first vice-president of the Minnesota Auto Dealers Assn. **Victor Giere**, formerly of Minneapolis, joined Johnson in partnership early this year.

* * *

Whitworth Elected Mayor Of Pontotoc, Miss.

J. H. Whitworth, Pontotoc (Miss.) auto dealer, has been elected mayor of Pontotoc. Whitworth was formerly on the board of aldermen and won his new office without soliciting a single vote.

* * *

Adds Service Facilities

Prather Enterprises (Packard-Willys-Reo), Monroe, Ga., has announced the opening of a service department in the new addition to its building, 424 E. Spring St. **Jack Brewer** is service manager.

* * *

Geyer Forms Company

Geyer Motor Co., Inc., Ashland, Va., with maximum capital of $10,000, has been formed to engage in the automobile business. **Andrew J. Geyer jr.**, Ashland, is president.

* * *

Elect Bale Club Chief

W. Eugene Bale, vice-president of the Bale Chevrolet Co., Little Rock, Ark., has been elected president of the Kiwanis Club of Little Rock. He is also a member of the Little Rock school board.

* * *

New Collord Plant

Collord Motors Inc. (Dodge-Plymouth), New Orleans, La., held formal opening of its new building which covers 83,000 square feet of space and was constructed at a cost of $400,000.

* * *

Campbell Cited

Timepiece Gift to Dealer on 25th Year

Duncan Roy Campbell, president of Campbell Motors (Ford), Ottawa, Ont., Canada, was presented with a bronze plaque and gold watch at a dinner in recognition of his 25 years as a dealer for Ford Motor Co. of Canada, Ltd.

The presentation was made by M. H. Holden, manager of the Montreal Ford and Monarch division. Members of the staff of Campbell Motors were present.

* * *

Goffin Re-opens

After an absence of four years, **Mr. and Mrs. Orrin Goffin** (Chevrolet) have reopened dealership in Ojibwa, Wis. During their absence it was operated by **Paul Edberg**.

* * *

Madison Stock Up

The records of the Wisconsin secretary of state show that the capital stock of Madison (Wis.) Motors, Inc., has been increased from 100 shares at $100 par value to 1,000 shares at the same value.

* * *

West Kentucky Motor

West Kentucky Motor Co., Paducah, Ky., has been incorporated. Principals are **Melvin H. Cornillaud, Lannes Sharpe** and **D. C. Morgan**, all of Paducah.

* * *

Quebedeaux Serves

W. C. Quebedeaux, owner of the Phoenix Motor Co. (Chevrolet-Buick), served recently on a Phoenix, Ariz., bond development committee which sponsored a bond election for securing funds to improve the city's water, sewer and airport facilities.

* * *

Galloways Will Fly

O. K. Galloway & Son (Dodge-Plymouth), Crawfordsville, Ind., has bought a new, all-metal Luscombe plane which will be used in its factory-to-office contacts. **Don Galloway**, son of **O. K. Galloway**, holds a private pilot license. The father plans to take flying instructions.

NEW LINCOLN-MERCURY headquarters of Young, Inc., St. Paul. In downtown St. Paul, Fifth and Main, the building is one story, 90 by 150 feet. An adjoining building of equal size is used for new car get-ready, used car reconditioning and storage.

Toll Road Fights Brew

Revenue Bonds to Finance Superhighways To Be Issues in Many States

By Bethune Jones
Staff Correspondent

NEW YORK.—Ambitious plans for the construction of large-scale superhighways to be financed through issuance of toll-amortized revenue bonds will be live issues in several 1947 state legislative sessions, a survey discloses.

One of the most far-reaching proposals will be pressed in Ohio, where enabling legislation will be sought for a 1,000-mile network of five toll-financed superhighways costing an estimated $650,000,000.

Until paid for by the toll charges, the roads would be controlled by a state commission to be appointed by the governor. They would become the property of the state after retirement of the revenue bonds.

Support for the Ohio program is being sought by the Ohio Turnpike committee, with offices in Cleveland, whose membership includes manufacturers, road contractors and labor representatives.

Two of the proposed superhighways would follow different routes across Ohio to the Indiana state line from a contemplated extension of the Pennsylvania turnpike in the east. Another would run from Cleveland through the Columbus area to Cincinnati. A fourth would link the Cleveland area with Erie, Pa., and the projected New York state turnpike. The fifth would run between Toledo and Cincinnati.

That the plans for major toll highway facilities in one state mushroom into proposals for similar connecting developments in others is illustrated by the fact that one of the underlying aims of the Ohio program is to help create superhighway facilities linking the Pennsylvania turnpike with Chicago. Thus, if the Ohio program materializes, it would stimulate a need for the construction of similar facilities, toll or otherwise, in Indiana, Illinois and Pennsylvania.

THE MOST DISTINGUISHED GUEST is the Bear Mfg. Co. booth at the Harvest Festival in Rock Island, Ill., recently was movie actress June Haver. Miss Haver, a native of Rock Island, is shown with Victor B. Day, left, general manager, and Will Dammann, president.

Ill. Board Awaits Call

A 1943 Illinois law, upheld in 1945 by the Illinois Supreme court, created a state superhighway commission with authority to issue revenue bonds for the construction of toll superhighways.

Pointing out that considerable money is currently available to Illinois state, county and city agencies for the construction of express transportation facilities, John J. Schommer, chairman of the commission, advises that there has thus far been no call for active participation of his commission to form plans for toll superhighways. He added that his commission must obtain an appropriation from the 1947 Illinois legislature if it is to do anything within the next two years.

Whether the Pennsylvania turnpike should be extended through additional toll facilities or regular highways is expected to be an issue during the 1947 session of the Pennsylvania legislature. It now runs 160 miles between Harrisburg and Pittsburgh.

Proposals call for its extension east to Philadelphia and west to the Ohio state line. Highway-user organizations have repeatedly gone on record against any further toll facilities in the state, claiming that the present toll turnpike was justified only by peculiar factors not present elsewhere.

Construction of a four-lane, toll superhighway across the state of Washington, from Puget Sound to Spokane, was recently advocated by Gov. Mon C. Wallgren. Such a highway, he pointed out, would link the shipping and industrial area of western Washington with the agricultural area on the eastern side of the state.

Other states in which there have been recent suggestions of toll-financed highways include Colorado, where the idea was advanced for the construction of a toll road from Loma into Rangely if sufficient state funds are not available for all needed road improvements in the booming oil field area.

N. Y. Drops Toll Proposal

New York state during the past year abandoned an earlier proposal for toll financing for the "thruway" now being constructed from New York city to Buffalo. The toll idea was dropped on the basis of engineering studies indicating that traffic that would use the new highway under toll operation would be insufficient to finance the project.

The way was paved for the imposition of tolls on two roads already constructed in New York state when the State Court of Appeals recently dismissed a suit challenging the constitutionality of a 1945 state law authorizing Westchester county to charge tolls for the operation of motor vehicles over the Hutchinson river and Saw Mill river parkways.

Only state in which a toll-financed highway is currently under construction is Maine, where $15,000,000 in bonds were sold early in 1946 by the Maine turnpike authority for construction of the Kittery-to-Portland section of the Maine turnpike. It is planned to extend this toll facility from Kittery to Fort Kent at a total cost exceeding $100,000,000.

All toll roads in the U. S., according to Public Roads administration figures for 1940, total only 346.6 miles. This includes the 160.7 miles of the Pennsylvania turnpike, which is the country's longest toll road.

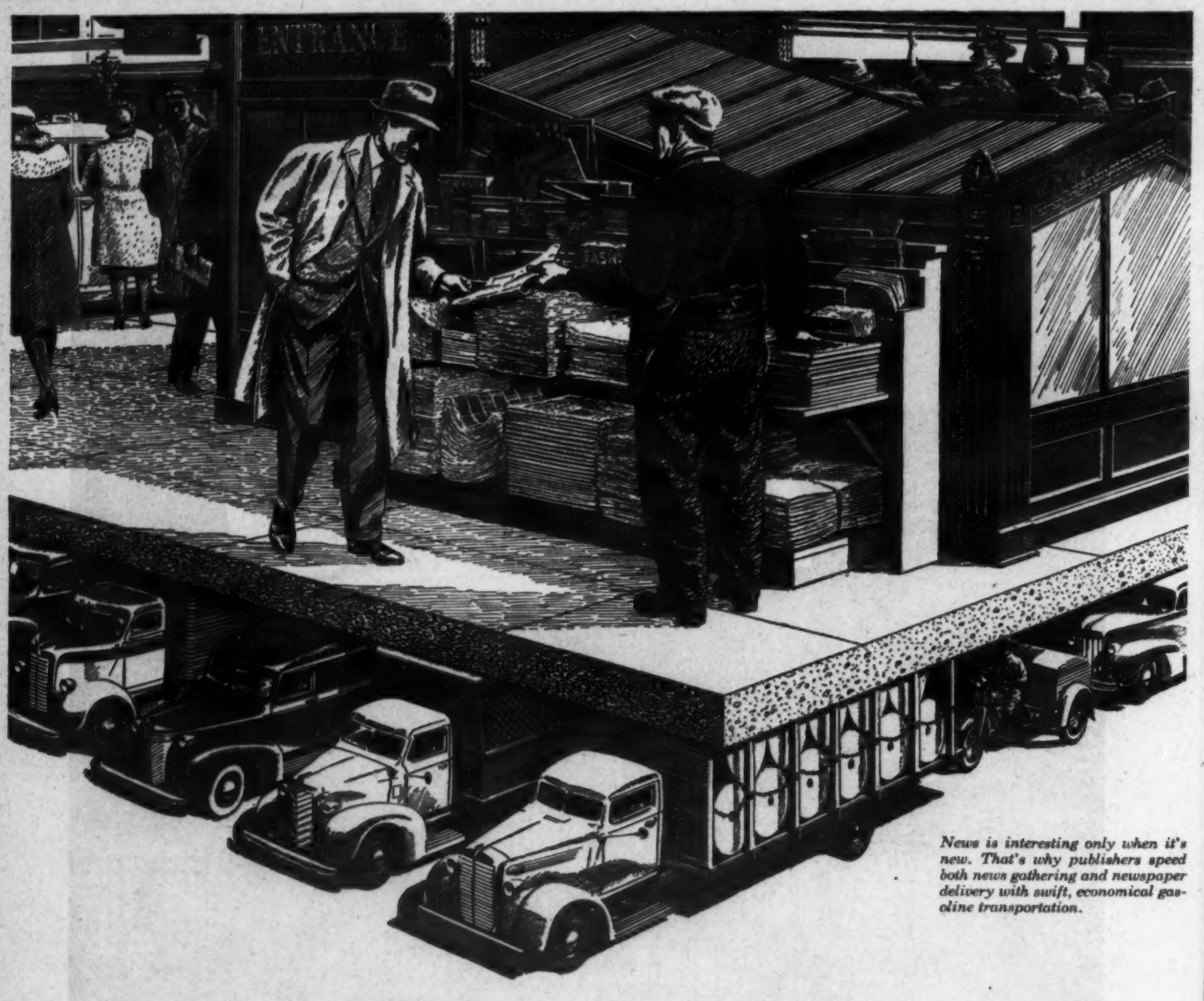
Financial success of the Pennsylvania turnpike has led to the many proposals for construction of similar facilities elsewhere, but analysis shows there is little basis for comparison between the Pennsylvania project and current proposals. An outright PWA grant of $29,000,000 was made toward the $70,000,000 cost of the turnpike, whereas no such grants of 42 percent are available to currently-proposed projects.

Also, since the Pennsylvania turnpike was constructed, the cost of labor, materials and equipment has risen sharply to bring the total level of highway construction costs to more than 50 percent above prewar levels in many areas.

These changed factors, together with the bogging down of regular postwar highway construction programs in the face of present construction difficulties despite the availability of funds, indicate the improbability of any widespread duplication of such facilities as the Pennsylvania turnpike in other states in the immediate future.

Proposals for enabling legislation for such projects are expected to receive serious consideration where presented, however, in anticipation of the day when construction conditions will be more favorable and less state and federal highway funds may be available for regular highways.

Major bridge and tunnel projects, which would be financed by tolls, also are being planned in a number of states, including Delaware, Massachusetts, Louisiana, New York and Washington.



News is interesting only when it's new. That's why publishers speed both news gathering and newspaper delivery with swift, economical gasoline transportation.

News travels on gasoline

NEWS is the most perishable of all commodities. It must reach the consumer before it goes stale. That's why, at the slightest hint of a "story" about to break, reporters and photographers dash to the scene in press cars or taxicabs. And as the papers come off the press, dozens of trucks stand outside newspaper plants ready to rush the latest editions to your local newsstand.

The newspaper industry leans heavily on gasoline transportation, too, in the carrying of raw materials—newsprint, ink, printing plates of various kinds, and equipment. Thus, in a country that boasts 14,237 newspapers, everybody benefits from improvements in gasoline transportation.

Such improvements have come often. During the past twenty years the petroleum industry has developed many new refining processes and has made use of Ethyl brand antiknock compound to improve gasoline. Better gasoline, in turn, opened new opportunities for improving automotive engines—smoothed the way for designing more efficient, more economical cars and trucks.

As present "reconversion" difficulties are overcome the refining industry looks forward to gasoline of even higher quality. The automotive industry expects to make engines that are still more advanced in design. And Ethyl research engineers are already cooperating with both these industries in solving the technical problems that arise. Ethyl Corporation, Chrysler Building, New York 17, New York.

More power from every gallon of gasoline through ETHYL

Research · Service · Products

The Other Side of the Picture

By Fred Kempf

$2,000,000 Loss Seen for Ford of Canada in '46

MONTREAL.—D. B. Greig, president, Ford Motor of Canada, Ltd., last week emphasized the difficult conditions under which the company had to operate during the year.

As a result of "stop-and-go production," he declares, the company showed a loss of approximately $1,700,000 in the first nine months, with the prospects that for the full year a loss of around $2,000,000 will be shown.

Greig, however, adds that all-in-all the company has made significant progress during the year, "despite postwar problems and disappointments," citing as "a notable example" the production record.

During the first nine months of 1946 the company produced 60,545 cars and trucks out of a total Canadian production of 120,846 units, 50.1 percent of the total.

Even under the limited schedules for the rest of the year, Greig adds, "we are hopeful that we may reach a 1946 total of 80,000 cars and trucks." The five-year prewar annual average was 68,477, the report reveals.

Pressing problems, he said, were the crippling shortages of sheet steel and other items, adding that this commodity will be in short supply for many months. He also pointed to increased costs as one of the other factors affecting 1946 operations.

Research Hailed

Gave Car Owner Five Times More Value, Says Pratt

DETROIT. — Engineering research has contributed more to long car life than most motorists realize, according to George H. Pratt, general sales manager of the Hudson Motor Car Co., who says that surveys made by the company show that today's automobile is giving five times as much value per dollar invested as the passenger car of 20 years ago.

Pratt pointed out that in 1926 the average life of motor vehicles was six and one-half years. Because today's cars are driven an average of four times as many miles before being scrapped than the car of 20 years ago, the original purchase price of 1926 models averaged 4.4 cents per mile, whereas the additional mileage of today's cars brings the purchase price down to .9 of a cent, Pratt said.

"Much of the increased value consumers receive today is due to increased service facilities," Pratt said, pointing out that in the case of Hudson owners, service and genuine Hudson parts are available at more than 3,000 points throughout the United States.

GM's Radiator Plant Nears Capacity Output

BUFFALO.—Swinging into volume production in less than eight months, the General Motors Harrison Radiator division plant here has stepped up daily output to 5,300 auto heaters and 4,300 car defrosters, it was announced last week by Bernard L. Howe, plant manager.

"If sufficient materials were available," Howe added, "it would be possible, within a short period of time, to expand our output to our anticipated peak schedule of between 7,500 and 8,000 heaters and 6,000 defrosters a day."

Lyman at Tucker In Advisory Post

CHICAGO.—Preston J. Tucker, president, Tucker Corp., announced last week that Kenneth E. Lyman has joined the organization as technical advisor to the president.

Following World War I, in which he served as a Flying Cadet, Lyman spent three years as head of the engineering department of DePaul University, Chicago. Subsequently he worked in engineering for Doble Steam Car Co., Mitchell Motors Co., Studebaker, and Cadillac. He also built steam cars under his own name. He was formerly counsel for American Automobile Assn. in the technical department.

Tucker-Few Motors

Leon Tucker and **Ben Few** have opened Tucker-Few Motors (Kaiser-Frazer) in a new concrete and steel building on W. Broadway, Forrest City, Ark.

Miami Group to Combat Car-Rental Abuses

MIAMI. — The $5,000,000 Miami Beach car rental industry, organized into a new association affiliated with the city's chamber of commerce, is girding to combat bootlegging U-drive-it dealers this winter.

The 23 Beach agencies have formed the Miami Beach U-Drive-It Assn., with the following officers: Earl Smalley, chairman; Jerry Goodman, vice-chairman; George Mitchell, secretary; Amos Travis, treasurer, and Bernie Chauncey, William Segal, William Levine, Arthur Steinhardt, Norman Wood, W. G. (King Cole) Kohl and Eugene Sterns, directors. "We hope to break down the wholesale bootlegging of cars by unlicensed hotel doormen," Mitchell said.

J & P Auto Sales Opens

J. & P. Auto Sales, used-car dealer, Spartanburg, S. C., has opened at 124 Commerce St. **Arthur James** and **Earle Painter** are co-owners.

NO PLACE FOR DELAYED SEEING!

Convert miles-per-hour to feet-per-second and you can understand why quick seeing is so important to safer automobile operation.

Take every measure to avoid conditions that slow down seeing—such as imperfections or distortions in windshields and windows.

Provide better, safer seeing for drivers of your cars—specify safety *plate* glass.

BE ON THE SAFER SIDE with L·O·F HI-TEST SAFETY PLATE GLASS

This high-quality product is made of two panes of plate glass, ground and polished for maximum freedom from distortion and laminated with a sheet of clear, tough plastic. Libbey·Owens·Ford Glass Company, 68126 Nicholas Building, Toledo 3, Ohio.

WHEREVER VISION IS IMPORTANT USE L·O·F Polished Plate GLASS

LIBBEY·OWENS·FORD
a Great Name in GLASS

Danger Signal

Wage Increases Without More Output Mean Higher Price, Richards Says

LITTLE ROCK, Ark.—Wage increases not accompanied by higher output of goods and services can only result in price increases, reduced sales and lessened employment, the Arkansas Bus & Truck Assn. was told last week by Karl M. Richards, manager of the motor truck division of Automobile Manufacturers Assn.

Miracles can be accomplished now in production of the goods necessary for lasting prosperity, Richards declared, if all groups in industry will realize the fundamentals—that "wages must be earned or they are not real," and that interests of labor and management are identical.

A new drive next year for wages unrelated to productivity and prices can only mean disaster for all, Richards said. Drawing from his extensive experience in Europe, he said that he had learned from observing inflation abroad that when prices are increased as a result of wage increases workers on the average are worse off at each higher price level.

Truck manufacturers, he said, have had a relatively greater output this year than passenger car manufacturers, because they continued production throughout the war and had fewer reconversion problems.

He cited the latest figures on factory sales showing sales of 2,342,000 automobiles and trucks during the first 10 months of this year or more than half the 4,204,009 units turned out during the first 10 months of 1941.

The effect of the coal strike on truck production during the rest of this year is uncertain, he said. If the effect of the strike is not too serious, he observed, output for 1946 may total over 900,000 units, or more than during any other year on record except 1941 when about one-fifth of the output was military trucks.

NEARLY COMPLETED at the time a strike shut down Mack's three major plants last April, this truck is the first to roll off the assembly line since settlement was reached recently.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

Driving School

Mobile Unit Tours Kansas Giving Safety Tests

WASHINGTON.—Mobile schools for drivers, contained in scientifically equipped safety-buses, are now being used to reduce traffic accidents in Kansas, Indiana and Iowa, according to the American Public Works Assn.

Kansas now operates a bus that stops at county and state fairs, schools, and major football games. The bus is equipped with two-way radio, a public address system, a sound movie projector and safety films, emergency first aid equipment, and full equipment for giving training and tests to auto drivers. Testing equipment of the school-on-wheels includes a device which simulates the conditions of actual road emergencies and measures the stopping time of drivers.

New Commercial Car Registrations, Nine Months Total for All States, 1946-41

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Sterling	Studebaker	White	Willys	Miscellaneous	Total		STATES
Alabama	'41			4648	20	3	718		3538		857	6	1364	67	70			36	49	35	2	11413	'41	Alabama
	'46	18	1	2475	41	27	1361	65	1722		231	26	1238	90	1	205		209	106	525	60	8401	'46	
Arizona	'41	4		1089	7	6	270	22	761	1	191	10	300	10	51		4	22	20	22	6	2796	'41	Arizona
	'46	7		621	6	11	325	15	522	1	44	8	248	16		45		72	32	236	27	2236	'46	
Arkansas	'41			4111	14		761	2	4016		750	11	1051	4	105			85	28	25		10963	'41	Arkansas
	'46	2		2383	27		1112	28	2580		238	11	920	23		31		152	33	304	2	7846	'46	
California	'41	206	25	10688	229	98	3083	47	8336	22	3402	82	3483	326	418	158	114	423	432	231	174	31978	'41	California
	'46	300	34	5437	119	179	4607	117	5031	36	1145	170	2927	117	1	338	98	1519	379	3423	413	26390	'46	
Colorado	'41			1881	51	12	564	5	1387	5	377		765	23	87	7		49	41	12	3	5269	'41	Colorado
	'46	26		1635	33	20	645	16	1016	30	134	9	553	7		42		128	56	178	3	3936	'46	
Connecticut	'41	71	83	1705	92	59	671	31	1168	2	510	2	1095	331	114	20	5	50	118	4	33	6164	'41	Connecticut
	'46	112	46	951	29	44	684	53	533	6	116	29	440	62		62	8	172	109	390	23	3869	'46	
Delaware	'41	15	8	646	4	4	171		286	2	139		224	19	20	7		13	13	6	1	1578	'41	Delaware
	'46	26	6	307	6	13	206		226		59	5	141	8		17		81	18	76	7	1202	'46	
Dist. of Columbia	'41	43	25	577	18	17	237	20	568		239	5	234	67	25	5	6	7	89	11	8	2251	'41	Dist. of Columbia
	'46	15	23	310	13	42	206	8	220		42	8	181	7		76		43	42	87	7	1335	'46	
Florida	'41			2892	73	3	978	12	3484		467	10	1068	204	170	11		36	94	89	13	9604	'41	Florida
	'46	75	4	1870	40	26	1423	55	2309	6	336	24	888	237	1	151		225	112	571	20	8373	'46	
Georgia	'41			4707	22	2	1246	3	4950		756	5	1535	125	90	3		54	114	26	7	13645	'41	Georgia
	'46	8		2808	45	10	1486	45	2315		258	24	1124	103	1	148		357	135	480	33	9880	'46	
Idaho	'41			1329	16	1	293	3	967	1	262	11	625	8	55	2		57	12	8	21	3671	'41	Idaho
	'46	5		665	18	8	412	24	516		91	8	307	8		37		123	5	123	37	2387	'46	
Illinois	'41	56	1	8459	642	110	2519	91	6379	8	1606	24	4899	252	339	103	7	182	390	53	137	26257	'41	Illinois
	'46	119	16	5237	351	232	4198	132	4030	7	804	158	3842	158		480	6	1012	388	1271	159	22600	'46	
Indiana	'41	9		4871	147	56	1530	39	3877	4	1169	32	3194	117	301	72		264	360	30	11	16083	'41	Indiana
	'46	12	163	2877	101	87	2049	80	1964	1	458	75	1947	21		269		896	164	885	26	12015	'46	
Iowa	'41	1		4102	184	9	937	2	3163	5	491	22	2488	29	152	7	1	102	19	26	4	11694	'41	Iowa
	'46	7	3	2742	115	25	1403	67	1731	3	273	45	1540	68		203		384	52	593	11	9264	'46	
Kansas	'41	4		4163	111		682		2812		559	23	1619	12	141	4		83	16	7	6	10242	'41	Kansas
	'46	5		2707	74	14	1070	46	1688	5	217	31	1331	21		97		337	79	518	37	8277	'46	
Kentucky	'41	2		3264	47	12	776	11	2476	2	656	8	1501	67	147	15		65	85	30	5	9169	'41	Kentucky
	'46	6	2	2397	48	20	1179	51	1616	1	286	24	1201	17		181		221	61	564	2	7877	'46	
Louisiana	'41			2862	78	1	614	2	3117	1	331	3	1151	31	92	1		36	59	14	5	8398	'41	Louisiana
	'46	23		1973	46	11	1001	35	1601	2	144	13	865	47		83		255	68	466	10	6642	'46	
Maine	'41	7	16	1681	1	22	410	7	1378	4	193	5	551	77	67	8	1	20	23	12	7	4490	'41	Maine
	'46	7	12	1019		23	605	27	730	4	135	14	455	36		22	6	133	19	228	41	3516	'46	
Maryland	'41	80	78	2522	56	39	956	41	1391		476	3	1217	219	99	21	8	57	242	10	2	7517	'41	Maryland
	'46	77	68	1728	23	70	912	58	794		281	21	734	58		141		192	102	456	24	5739	'46	
Massachusetts	'41	214	138	3148	197	266	1536	76	3024	2	1030	7	1727	479	179	69	59	57	388	20	25	12641	'41	Massachusetts
	'46	321	175	2156	82	252	1789	67	1858	10	284	65	1216	170		253	40	390	269	540	50	9987	'46	
Michigan	'41	14		5328	102	162	2328	100	5453		1353	28	2008	60	234	49		129	121	31	3	17503	'41	Michigan
	'46	50	57	3356	91	210	3225	287	3794	6	767	196	1650	43		393		610	141	2277	41	17194	'46	
Minnesota	'41	2	1	3477	62	1	859	14	3169	6	591	12	2218	116	162	26		78	91	14	20	10919	'41	Minnesota
	'46	26	2	2370	72	42	1681	71	2230	18	339	38	1578	83		115		395	116	541	54	9771	'46	
Mississippi	'41			3299	20		438		3185	1	624		1039	18	68			23	28	18		8761	'41	Mississippi
	'46	2		2206	26	4	1120	26	1851		192	8	802	31	2	66		171	47	360	12	6026	'46	
Missouri	'41	33		7058	150	49	1381	17	4825		1271	12	2561	178	277	43		68	225	29	25	18202	'41	Missouri
	'46	4	1	4678	110	127	2546	90	3115		435	47	1785	24		161		495	124	886	110	14738	'46	
Montana	'41			1813	29		444	4	1201	10	258	8	879	4	57			74	26	22	6	4835	'41	Montana
	'46	10		895	18	1	504	4	492	3	99	7	484	2	1	17	1	181	25	181	41	2966	'46	
Nebraska	'41	1		2277	84	11	273	4	1750	14	381	4	1336	15	74			37	35	2	2	6300	'41	Nebraska
	'46	2	1	1474	95	10	848	34	1094	28	171	12	1033	35	1	59		201	92	400	14	5603	'46	
Nevada	'41			303	1		73		274		87	2	129	7	26		1	22	3	4	6	938	'41	Nevada
	'46	4		183	2	2	193	7	181	1	37	1	107	4		1	5	49	5	79	18	879	'46	
New Hampshire	'41	9	2	849	3	11	251	7	657		123	2	311	95	37	10	13	9	30	12	2	2433	'41	New Hampshire
	'46	8	4	337	2	9	212	7	244	1	39	4	145	16		33		21	6	88	1	1177	'46	
New Jersey	'41	235	276	3526	213	166	1329	93	3046	1	1255	16	1971	628	163	30	10	64	378	37	32	13469	'41	New Jersey
	'46	301	328	2355	97	142	1803	150	2121	7	540	85	1420	294		139	9	467	292	1046	65	11661	'46	
New Mexico	'41			1168	15		213		977		316	2	415		55			9	19	2	5	3196	'41	New Mexico
	'46	1		658	21	2	275	16	327	4	95	3	230	21		15		63	31	42	8	1912	'46	
New York	'41	262	756	8205	710	153	3070	112	6089	21	2472	30	4234	1318	452	72	18	216	696	116	166	29168	'41	New York
	'46	677	1198	6111	522	246	5319	407	4858	69	1461	141	3241	1129	3	494	77	1073	862	2180	361	30429	'46	
North Carolina	'41	27		6012	40	13	1355	3	4146		501	13	1279	268	169			97	215	39	77	14254	'41	North Carolina
	'46	72	4	2635	31	27	1488	76	1870		125	34	931	160		151		392	145	594	113	8848	'46	
North Dakota	'41			1113	5	1	252	5	1028		221	1	1012	1	70	1		66	2	14	1	3793	'41	North Dakota
	'46			574	19	5	445	6	564	4	51	6	582	8		37		140	16	192	2	2651	'46	
Ohio	'41	120	8	6939	274	123	2797	110	6185	2	1933	34	4164	381	363	80	2	199	968	90	60	24832	'41	Ohio
	'46	141	47	4703	207	222	4002	283	3618	27	705	144	3212	176		533		1225	601	1757	108	21711	'46	
Oklahoma	'41	1		4229	18		793	13	3483	7	589	9	1645	40	133	4		59	89	14	33	11159	'41	Oklahoma
	'46	8		2436	14	40	1538	31	2012	15	218	23	1172	23		106		219	97	441	15	8408	'46	
Oregon	'41	4		2418	19	8	639	70	1885	4	728	12	1203	67	91	40	6	89	127	35	50	7495	'41	Oregon
	'46	9		1150	59	18	829	53	945	6	176	20	597	52		67	16	239	80	334	42	4692	'46	
Pennsylvania	'41	369	313	8574	474	237	3673	87	6415		2456	33	5292	1097	733	196	32	305	597	179	47	31109	'41	Pennsylvania
	'46	407	472	5280	230	83	4927	271	3551	5	868	129	3478	412		576	84	1278	633	1606	126	24416	'46	
Rhode Island	'41	69	6	572	31	19	248	10	617		199	1	304	91	47	6	13	8	60	35	3	2339	'41	Rhode Island
	'46	111	3	456	14	44	325	5	290	1	35	12	203	13		11	6	58	29	136	9	1761	'46	
South Carolina	'41	6		2501	6	12	653	3	2155		355	5	467	79	97			23	57	15	3	6437	'41	South Carolina
	'46	12	1	1729	12	6	919	19	1237		131	21	493	49	1	123		304	79	363	18	5517	'46	
South Dakota	'41			863	22	3	236		751	2	199	3	887	3	28	1		27	2	9	1	3037	'41	South Dakota
	'46	4		481	33	8	441	1	379	17	74	6	450	15	1	39		77	9	160	5	2205	'46	
Tennessee	'41			4547	38	10	954	47	3272		1027	8	1383	54	105	2		75	121	38	4	11685	'41	Tennessee
	'46	4	13	3448	35	32	1888	118	2677	1	419	21	1421	73	2	123		347	147	506	56	11330	'46	
Texas	'41			12536	199	14	3089	17	12567	7	1927	42	4556	109	435	7		174	364	48	2	36093	'41	Texas
	'46	3	3	8013	149	39	4651	101	7570	2	834	83	3637	122	1	236		908	438	1423	63	28276	'46	
Utah	'41			880	15		210	3	744	4	250	5	443	15	26	2		42	24	10	2	2675	'41	Utah
	'46	1		501	16	12	295	21	396	8	92	8	274	12		5	2	93	16	99	25	1876	'46	
Vermont	'41	4	15	679	20		266	1	712		159	4	364	26	46	4		16	11	10	4	2341	'41	Vermont
	'46	5	15	376	7	4	307	19	373	3	48	6	229	20	1	38		50	5	231	7	1743	'46	
Virginia	'41	87	24	4685	71	49	1459	37	3863		614	10	1352	130	163	11		45	148	12	10	12770	'41	Virginia
	'46	126	36	2707	43	51	1261	57	1763	4	217	23	978	67		110	1	213	109	571	47	8386	'46	
Washington	'41			2889	78	38	904	5	2285		706	18	1344	113	128	16	23	144	96	54	37	8878	'41	Washington
	'46	7		1481	56	45	1024	21	1176	1	164	32	894	49		72	16	402	52	291	52	5835	'46	
West Virginia	'41	5	1	2358	42	24	810	11	1841	37	493	16	941	37	151	22		52	54	43	3	6941	'41	West Virginia
	'46	17	15	1049	36	26	850	61	944	12	205	16	470	41		98		139	93	354	26	4452	'46	
Wisconsin	'41	12		4302	177	11	1142	18	3197	48	719	33	1881	55	225	29	10	74	141	19	31	12114	'41	Wisconsin
	'46	17	3	2263	103	34	1404	56	1560	46	289	46	1307	25		155	13	318	117	536	54	8404	'46	
Wyoming	'41			711	11		158		565	3	118	5	392	4	19	8		25	19	3		2041	'41	Wyoming
	'46	1		463	22	8	234	8	325	7	34	2	227	1		24		67	19	126	6	1571	'46	
9 Months Total	'41	1972	1776	173456	4888	1835	49249	1200	143415	222	36386	637	76151	7476	7356	1172	333	3947	7839	1625	1105	521540	'41	9 Months Total
	'46	3341	2761	[illegible]	3370	[illegible]	71237	[illegible]	[illegible]	497	14436	1942	55128	4374	16	6876	368	17086	6655	29714	2491	417110	'46	

AUTOMOTIVE WASHINGTON

Long Wait Expected On Most Tax Revisions

By William Ullman
Washington Correspondent

WHILE THE Republican-controlled 80th Congress will cut individual income taxes and government spending early in the next session, the extent of both reductions will be determined by requirements for national security and a balanced budget. There likely will be two tax bills. The first, a "quickie" proposing a 20 per-cent across-the-board cut in individual income taxes, will be approved by the House Ways and Means committee and put before the House soon after it reconvenes Jan. 3.

Soon aferward, the Ways and Means committee will start hearings on bill No. 2. This, according to present plans by Chairman Knutson, would deal with excise taxes and contain urgent administrative changes in the revenue code. He does not plan to include any corporate tax relief in either measure. Opportunity will be given, however, to present arguments for a reduction in the corporate rate, for elimination of double taxation on corporate earnings, for an overall ceiling of 50 percent income taxes and for other changes. There appears little likelihood that any of these proposed revisions will be dealt with until 1948.

William Ullman

There is no assurance that the Senate will act as speedily as the House on the "quickie" bill. Instead, there is a real chance that the measure may be held up in the Senate Finance committee until some agreement has been reached among Senate and House Republicans on the size of the 1947-48 budget.

The question whether a tax cut should precede or follow establishment of a legislative budget is in dispute between Republican leaders of the two houses. Representative Knutson and a sizeable group of followers want to cut taxes first and thus force appropriations to fall within reduced revenue expectations.

* * *

Seek to Set Pace Of Spending First

AN EQUALLY powerful Senate group headed by Sen. Taft and Sen. Bridges, new chairman of the Appropriations committee, insist on setting the spending pace first and then making tax cuts fit this picture.

It is understood that no move will be made by Republicans to change the current social security taxes.

Rep. Knutson reportedly feels there is no need to revise these rates upward, but believes it will be necessary to widen the base of beneficiaries and probably to include self-employed on a voluntary basis.

* * *

Republicans Differ On Labor Laws

THERE ARE many members of Congress who would like to see the essentials of the Case bill enacted soon after the new session opens and a more comprehensive measure considered later on. Some returning Republicans, however, are emphasizing—with an eye to the presidential election in 1948—that there will be no punitive legislation.

Among the provisions of the Case bill which they want passed quickly are those against secondary boycotts, imposing mutual responsibility on employers and unions to carry out agreements, and banning unionization of foremen. These, however, do not deal with the situation created by John L. Lewis.

Proposals for additional legislation are varied. But there appears to be considerable support for:

1. Major revision of the Wagner Act to remove its bias towards organized labor.

2. Making unions subject to anti-trust laws; banning industrywide bargaining.

3. Outlawing the closed shop—which is a major factor in the creation of huge unions like the United Mine Workers.

4. Prohibiting coercion of individual workers by violence, through mass picketing.

5. Providing a new procedure to deal with strikes in public utilities and industries vital to the national welfare.

Sen. Ball, a Republican leader who has been active in drafting labor legislation, says the Republicans will not dodge labor legislation for fear it might hurt them in the 1948 presidential election.

"Republicans," he explains, "largely drafted and overwhelmingly supported the Case bill in the 79th Congress. If now, with power as well as responsibility, we ducked this No. 1 domestic issue, we would convict ourselves of the most blatant kind of political expediency."

* * *

Credit Controls Put to Congress

THE ISSUE of permanent controls over consumer credit has been passed to Congress by the Federal Reserve Board, which has limited its controls (Regulation W) to what it considers a reasonable peacetime basis.

Items selected for continued controls, including autos, are not necessarily those in short supply. Instead, they are items for which the board says installment financing is necessary but potentially dangerous.

The board feels that overexpansion and subsequent contraction of consumer credit increases the up-and-down swings of the business cycles. But opponents of controls say expansion and contraction of credit is not a cause of such swings.

These opponents of permanent controls say that the new House Banking and Currency committee will be hostile to controls, unless the inflation danger increases by the time Congress convenes.

* * *

Display Caution On Ending Controls

REPUBLICAN Congressional leaders now in Washington are displaying considerable caution over terminating war controls. While the GOP legislators agree that the war controls should be removed as soon as practicable, there seems some doubt when this will be. Some are saying that "a careful study" must be made of the various laws and orders before any action is taken.

Taft May Head Labor Committee

SEN. TAFT, it is understoood, is considering relinquishing his undisputed claim to the powerful post of chairman of the Senate Finance Committee to exercise an equally valid claim to chairmanship of the Committee on Labor and Welfare.

Such a choice would be dictated by Sen. Taft's belief that the problems of labor and welfare legislation must be met courageously and sanely if the nation's present form of government and the free enterprise system are to be maintained.

Chairmanship of the Senate Finance committee has generally been regarded as the most important committee position in the Senate.

Sen. Taft has a reputation for meeting problems head-on.

If Sen. Taft becomes chairman of the Finance committee, Sen. Aiken, of Vermont, would be in line for chairman of the Labor and Welfare committee. Sen. Aiken fought the Case bill, has sided with the left-of-center Democratic group in the Senate and has generally been out of sympathy with a majority of Republicans.

Paul Jordan-Smith

. . . Paul Jordan-Smith of the Los Angeles Times

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AIRCRAFT NEWS

Sad Notes Sound At Postwar Air Show

By Charles Evans
Aviation Editor

THE FIRST POSTWAR national aircraft show was a beauty, but not very cheerful.

Held in the enormous Fisher Body Bomber Plant on Cleveland's airports, the show was a sight for eyes that like things mechanical and the uninhibited productions of commercial display artists, and the show was unanimously described as the finest ever. But in the background were little and big noises of unpleasant happenings in the aviation industry, and the chrome trimmings couldn't quite outshine some unpleasant things going on backstage in the aviation industry itself.

There was, for example, the news that Taylorcraft Aviation Corp., one of the big three in the manufacture of personal planes, had filed for bankruptcy. This came on the opening day of the show. Then the difficulties of Globe Aircraft, a new but hitherto highly-regarded newcomer to the personal plane field, came into every conversation along about the third day.

And all through the show, people in the industry were talking of the closing down of the plant which makes Ercoupes, at Washington, and of the 500 planes sitting on its field as a result, many said, of cancelled orders.

Flying magazine published a daily paper during the show, and most of its copy was complimentary and optimistic. But one day its banner head shouted "Lightplane Slump Had Been Expected." The lead sentence of the story was "is the light plane industry collapsing?"

Those interviewed generally ascribed the lull in purchases to seasonal reasons, but this sounded like whistling in the dark in the light of other opinions. William Blees, in charge of sales for Consolidated, expects "things to pick up again by March, 1947."

* * *

Piper Lays Slow Sales To Lack of Airports

WILLIAM T. PIPER of Piper Aircraft denied that the light plane market has been exhausted, and hit one nail right on the head when he said that operators have finished their purchases of training planes for use in the GI flight training program, leaving only personal plane users as prospects. Piper bragged on having a 7,000 backlog for his three-place cruiser, and again laid the slow acceptance of the personal plane to the lack of airports.

Strangely, most sales were announced by the Bell Aircraft Co., which reported the sale of six of its five-place helicopters to a company in New Jersey engaged in charter operations. These craft, on which no price was announced, probably sell for about $50,000 each.

Looking over the elaborate show, and the relatively few people who came to see it, many old-timers in the industry shook their heads and gave voice audibly to pessimistic thoughts that aviation writers have been discussing among themselves for several years, "Are any of these people customers?" "How many people in the U. S. can afford to buy and support a personal plane?"

Again, to these writers, it was apparent that those who direct the industry, and those who manage the shows, give no evidence of having "the common touch." With a product in hand which never has appealed to a wide segment of the people, they so arranged their show that these in the lower income brackets could not afford to attend.

Admittance for adults was $1, for children 65 cents and for students, 35 cents. For a man, his wife and two children, that meant $3.30. If he drove to the show, a good 13 miles' out of Cleveland, he found no place to park except the reserved section where the parking concession has been sold to the American Legion. That meant another 25 cents.

As a direct result of this unrealistic gouging, many thousands of Clevelanders went to the neighborhood movies instead of to the aircraft show.

To compete with the neighborhood movie, the show management arranged for fancy entertainment each day, with a snappy girl band, shapely models, broadcasts direct from the show, prominent visitors, etc. Not one in 15,000 who bought a ticket was a customer for anything on the floor.

Mostly they came to look and the management—like many before it—proved it had learned nothing from the automobile shows. It failed to indoctrinate many thousands of potential customers by making admission inexpensive.

The War Assets Administration is in charge of the bomber plant, and it has there a great store of aircraft parts and accessories. The official in charge wisely decided that having the industry come to see his wares was more important than getting rent money, so he gave the show the space rent free.

In a similar cooperative mood, the company which contracts with WAA to handle its stock had cleared the display floor and inventoried the stock at no charge.

* * *

One-Plane Booth Costs Exhibitor $3,200

THE MANAGEMENT said "yes, but" to these facts, pointing out that they had faced unusual expenses in providing lights and other things. Exhibitors paid more than $3,200 for a booth large enough to show one airplane, and an aviation writer was told before the show that even if nobody paid to get in the management still would be ahead.

For his dollar, the visitor saw some really beautiful displays. Consolidated, which some day expects to be selling the airlines a plane, and which now has the $5,000 Stinson 150 for the personal flier, is reported to have spent $100,000 on its display. Martin, vigorous in the transport field, had a $60,000 display. Lockheed must have spent as much as Consolidated.

CHRYSLER DIVISION IS NOW IN PRODUCTION on the four-passenger sedan body style of its Town and Country model. This picture shows the body being placed on the chassis by means of an overhead electric crane in the Jefferson plant. The convertible in this model has been in production for several months.

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Ky. Decision Called Tipoff . . .

Survey Indicates Odds Are Against Chain Tax

NEW YORK.—Although bills for new or increased punitive taxes against chain stores are expected to make their perennial reappearance in next year's 44 state legislative sessions throughout the country, a survey of developments last week indicates that such measures are unlikely to make any significant progress.

Prospects for continuation of a trend away from such discriminatory levies are regarded as strengthened by the recent invalidation by the Kentucky Court of Appeals of that state's 1940 chain store tax statute, which affected some 500 corporations operating approximately 1,500 retail outlets.

Some 30 chain merchandising firms, including Firestone Tire & Rubber, B. F. Goodrich, Goodyear Tire & Rubber, and Western Auto Supply Co., brought the suit attacking the constitutionality of the Kentucky law and, together with other chains, were left by the high court's decision in a position to collect refunds from payments approximating $1,000,000 since 1940.

The tax was on a sliding scale, ranging from $25 a year for each of two to five units operated in a chain up to $200 a store for all over 250 in a chain.

A 1934 chain store tax act, designated as a revenue measure, had previously been invalidated by the Kentucky Court of Appeals.

In arguments before the high state tribunal, Assistant State Attorney General Roy W. House had contended the 1940 act was a legitimate use of police power to protect individual merchants and was directed against any business method displaying "the characteristics of commercial piracy." He argued that the chains can force manufacturers to sell cheaply to them and ruin small, independent retailers.

Henry E. McElwain jr., of Louisville, had argued as counsel for the chains, that the act was "discriminatory class legislation." The state, he asserted, had produced no evidence that chain stores show monopolistic tendencies or destroy competition.

Kentucky's second repudiation of chain store taxation was hailed by opponents of such measures as a further indication of dwindling support for this type of legislation, which was on the wane for some years before the war after having been on the statute books of 25 states early in the depression decade.

One of the first states to turn away from chain store taxes was Arizona, which repealed such a measure in 1933. A California chain tax law was repealed by popular referendum in 1936; Maine's legislature repealed such a law in 1937; a Pennsylvania chain tax was held unconstitutional by the State Supreme Court in 1939, while a Wisconsin law was permitted to expire in 1939.

Although introduced in many states, chain store tax proposals were not live issues in state legislatures during the war years because of the minimization of price competition by merchandise scarcities. They are expected to be pressed more aggressively again next year, however, with proponents arguing that curbs against chain stores are needed to provide war veterans a better opportunity to enter independent retailing.

Paralleling the rise and subsequent downtrend in state chain store levies was a movement in the early 1930s toward the widespread enactment of such taxes by municipalities throughout the country. Some 50 cities still impose special taxes against chain stores, at a higher rate than for independents, but at least 20 cities either repealed such levies or they were invalidated by the courts.

Although cities are increasingly searching for new sources of revenue, no prospect is seen by observers for a revival of the movement for local chain store taxes, which admittedly were imposed to lessen competition for independent stores rather than to raise municipal revenue.

A recent publication by the Municipal Finance Officers Assn. entitled "Where Cities Get Their Money" commented: "The singling out of the chain store for special, local taxation is a rather unfortunate development. The chain store, and a high degree of competition between the several big chains, has brought more efficient marketing methods and lower food costs to the consumer. Independents in many areas have been able to meet chain competition by modernizing their methods. Taxation should not discourage this development."

F. A. SEIBERLING, FOUNDER AND CHAIRMAN, Seiberling Rubber, right, received honors as the first member of the company's 25 year club at silver anniversary ceremonies in Akron. The presentation was made by his son, J. P. Seiberling, left, who succeeded him as president in 1938. Quarter century employes received silver plaques, checks for $250 each, and two weeks' extra vacation with pay. Charles A. Reed, center, assistant to the president, looks on.

Spots Articles in Dark

Finding a light switch, keyhole, lamp or alarm clock in the dark is expedited by the introduction of Atomic Dots, a product that gives off a bright glow. They are made on an adhesive base that sticks to wood, glass, metal, plastic, or any smooth, non-porous surface; may be peeled off and placed elsewhere if desired. Manufacturer is Radium Industries, Inc., 712 Federal St., Chicago 5.

Olofsson Tool Occupies New Plant in Lansing

DETROIT.—Olofsson Tool & Die Co., Lansing, Mich., has completed a new plant which totals approximately 30,000 square feet of floor space. The location of the plant is 2727 Lyons Ave.

Research Group Is Revamped By Goodyear

AKRON, O.—Appointment of Dr. L. B. Sebrell as director of research and chemical products development at Goodyear Tire & Rubber Co. is announced by Dr. R. P. Dinsmore, vice-president.

Dr. H. J. Osterhof has been appointed manager of the research department and Dr. C. W. Walton continues as manager of Chemical Products division.

Appointed assistant manager of research are Dr. A. M. Clifford, in charge of basic raw materials research activities; H. A. Endres, in charge of chemical products research, and J. A. Merrill, in charge of mechanisms and processes research.

I. D. Patterson has been named assistant manager of Chemical Product development.

Twenty-two section heads of the research and development organization are included in the new staff arrangement.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

Federal Reserve indexes prove

Something *Local* Happened to Retail Sales in Each of These 3 Cities

during the six-week period ending October 12

THE Federal Reserve Board maintains weekly department store sales indexes for each of the twelve Federal Reserve districts and for every major city in each district.

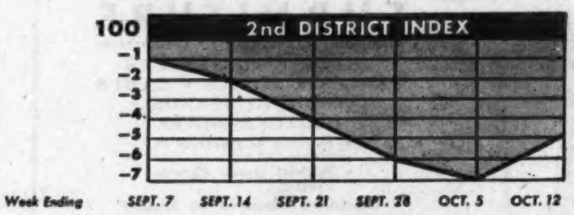
Normally, the indexes for each district are closely related and follow a parallel pattern of ups and downs. But when a severe local dislocation of business occurs in one city in a district, the index for that city falls off sharply in relation to the overall district index.

The charts below show how adverse local conditions interrupted the normal relationship between district and city sales indexes in three major metropolitan markets during the six-week period ending October 12.

in **PITTSBURGH** *. . . a power stoppage paralyzed local business, forcing most department stores to close.*

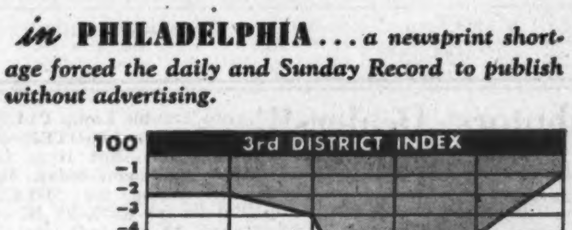
★ Department store operations in Pittsburgh came to a virtual standstill when a walkout of power company employees forced most stores to close for eleven business days from September 24 through October 5. The precipitous break in city sales shown in the chart above clearly reflects the resulting paralysis of local business.

in **NEW YORK** *. . . a city-wide truck strike interrupted deliveries and slowed the pace of retailing.*



★ This chart shows the progressive strangulation of retail business resulting from the disruption of normal distribution facilities in the Nation's largest city. Note the steady falling off of city sales in relation to the district index during the September 7-October 5 period.

in **PHILADELPHIA** *. . . a newsprint shortage forced the daily and Sunday Record to publish without advertising.*



★ The sharp falling off of city sales in relation to the district index shown in the chart above parallels the nine-day period (September 22-30) when Record families were deprived of normal access to retail advertising in their favorite newspaper.

AND WHAT HAPPENED IN PHILADELPHIA demonstrates conclusively that—

❶ Record families account for a sizable percentage of Philadelphia retail sales;

❷ No other newspaper influences the buying habits of the exclusive *liberal* segment of the Philadelphia market represented by the Record reader audience.

For complete details on the Philadelphia sales chart, write National Advertising Manager for free booklet —"It Costs Us $430,000 to Prove These Facts"

***292,884 DAILY**
***625,842 SUNDAY**

**October, 1946, average as reported to Philadelphia Merchants' Association*

PHILADELPHIA RECORD

Represented Nationally by George A. McDevitt Co.—New York, Chicago, Philadelphia, Detroit, Cleveland

Canda Cloth

shampoos clean

Tell a prospect that *canda cloth* is washable and watch her eyes light up. Her problems are your problems and if *canda cloth* solves her cleaning worries, you'll clinch the sale by telling her about the washability of this fine *pile fabric.*

Simple soap and water will remove almost every kind of stain — and soap and water are available in any home.

When the car comes in for resale and reconditioning, it takes only a little effort — and very little cost — to freshen up a car like new. And clean looking interiors mean fast moving used cars.

Collins & Aikman
CORPORATION
200 Madison Avenue, New York 16, N. Y.

Regulation W Assailed

Given Contends Auto Credit Controls Are Needless, Discriminatory

NEW YORK.—Continuance of credit controls on automobile purchases was assailed last week by R. F. Given, vice-president and general manager of American Installment Credit Corp., as unnecessary and discriminatory.

Scarcity of items, Given pointed out, as has been proven in the case of meat, is not remedied by regulation.

"No financial institution," he said, "will deliberately risk unnecessary loss by offering unsound terms. Regulation W does not help the poor credit risk—it really hurts the good customer and thus interferes with legitimate sales and essential production.

"It is becoming more and more injurious to the automobile industry and should be reconsidered, revised and made to conform to prevailing conditions."

In showing how Regulation W discriminates against those in the great mass market, Given gave the example of a low-priced car. The factory list price had gone up from $689 in 1939 to $1,176 in 1946.

"Obviously," Given said, "the prewar purchaser who could make his one-third down payment could buy this car, including insurance and finance charges, for $25 a month spread over 24 months.

"Now he is knocked out of the picture completely because of necessarily higher prices and the 15-month limitation."

Under present plans offered generally by automobile dealers, the best deal that a buyer can get on new-car financing is as follows:

Cash delivered price (including about 20 percent of list for accessories, excise tax and transportation) $1,350. One-third down, $450. Cash unpaid balance, $900. Fifteen months finance charge with insurance coverages, $145. Amount of contract, $1,045.

Given points out that this means 15 monthly payments of $69.67 each, which scares the average buyer.

"While he has the required one-third down payment," Given says, "he cannot afford to obligate himself for much more than $50 a month.

"But for Regulation W, he could pay the balance in 24 months by paying $47.92 a month."

Given points out further that unless term limitations are removed or, at least, modified by extending the present 15-month limitation, prospective buyers of cars will be tempted to dispose of U. S. government E bonds in order to make larger down payments and thereby reduce their monthly payments.

Some weeks ago, Henry Ford II, president of Ford Motor Co., made these observations:

"We are all worried about prices. They are so high now that markets are not as good as expected, and if they go higher, markets will be restricted still further.

"When prices go up, volume production goes down. What we really want to do is find ways and means to produce cars at less instead of more cost. The only way we see to do that is to get production up and keep it up with increased productivity."

"It is my contention," Given said, "that it is not too late to pave the way for mass production in the automotive industry. Manufacturers are eager to produce all the automobiles that the public is willing and able to buy at prices that assure reasonable profit.

"Elimination of Regulation W will contribute toward mass sales and mass production in the coming months and years, even after the present abnormal demand for cars has been satisfied."

Crackdown Seen On Car Rackets In England

LONDON. — (UTPS) — Citizens who bought new cars and resold them, despite signature of the trade covenant not to resell for six months, are to be prosecuted shortly at the instance of the British Motor Trade Assn.

The covenant rule was instituted to prevent people in priority positions buying new cars and then reselling them at exorbitant prices to individuals with no such claims.

Despite this, motor retailers are doing just as well out of the new car business as ever they were in it. They fix matters by promoting favored customers on their new car allocation list. This is done by arranging a part-exchange and allowing the customer only £50 on a used car that is worth £300.

In Britain today there are about 750,000 new cars on order and all are the subject of a £25 or higher deposit. Approximately £18,750,000 is thus in the hands of dealers and agents.

Although this deposit was intended to defeat speculative buyers, this does not seem to be the case as more and more orders are pouring in.

Manufacturers have two years certain car sales ahead. Buyers, without this deposit system, might duplicate their order to get the first possible delivery of a new car.

New cars are more difficult to find then ever since the cut in steel made the possibility of supply a year further off than it was a few weeks ago before the latest government bombshell—the withdrawing of steel—was dropped on the industry.

Talk is presently heard that aluminum may be substituted. Already there are indications that major steel mill units are rolling aluminum with steel rolling plants.

Meanwhile, automobile manufacturers are looking for new fields to conquer. Some are making tractors while others—notably Morris Motors—are entering the aircraft engine field. Morris has perfected a light four-cylinder opposed type aircraft engine of 100 hp.

Auto manufacturers are doing well financially, it is reported. The recent Standard Motors, Ltd., announcement shows a dividend of 30 percent with a 5 percent bonus, or an increase over the past two years of 5 percent on ordinary shares.

CPA Approves Construction Of Springfield Dealership

A sales and service building for the Lincoln-Mercury dealership at Springfield, Mass., totaling $80,000 has received approval of the CPA. The building to be erected on State St. will take the place of two houses which recently have been torn down. The CPA said F. A. Hemberg, the applicant, is a veteran who was being evicted from his present quarters.

Executive Staff Revamped by Trailmobile

CINCINNATI. — Changes in the executive organization of Trailmobile Co. were announced last week by Wade T. Childress, president.

Frank A. Schotters has been appointed operations vice-president, a newly created position. R. L. Medler will relinquish his duties as treasurer, but will continue as controller in which capacity he has served for the past 18 months.

Charles H. Burns will be treasurer. Former works manager D. B. Meadows will become vice-president in charge of manufacturing with supervision over the manufacturing plants in Cincinnati, Elizabeth, N. J., and Fort Smith, Ark.

Schotters was until recently vice-president in charge of production for Crosley Corp. Prior to his affiliation with Crosley, he was works manager for Western Cartridge Co., Alton, Ill., and previously held executive positions with several firms in the automotive field.

Burns resigned as controller of Wright Aeronautical Corp. of Ohio recently after directing liquidation of its Cincinnati operations.

Keeter Organized

Hoyt Keeter Motors, Inc., Shelby, N. C., has been organized with capital stock of $200,000 to deal in motor vehicles. Principals are **Hoyt Keeter, Hoyt Keeter jr.** and **Dorothy B. Keeter,** all of Shelby.

BOOKS ARE SOLD WHERE BOOKS ARE NEWS

That Dallas is a book center is attested to by the presence of one of the world's largest book stores. For those interested in things literary, The Dallas Times Herald regularly presents pages of book news. Dallasites depend on The Times Herald for review and discussion of the latest offerings of prominent publishers.

THE DALLAS TIMES HERALD
DALLAS' GREATEST NEWSPAPER
Represented by
THE BRANHAM COMPANY

OWNER FOLLOW-UP

Here is what Customer Control is doing for dealers from coast-to-coast:

1. Holding active owners
2. Bringing in inactive owners
3. Increasing labor and parts sales
4. Contacting all owners every 60 days, automatically
5. Eliminating all dealer work
6. Operating outside of the dealership at a fraction of the cost

If you want to increase your service volume, let us show you why Customer Control has performed successfully while in national operation for the past fifteen years. Write today to

Customer Control, Inc.
5 Court Square
LONG ISLAND CITY 1, N. Y.

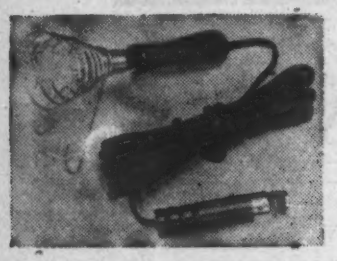
Chrome SHOWROOM FURNITURE
Beautiful • Sturdy • Comfortable
CHAIRS • SETTEES
TABLES • STOOLS • LAMPS
SMOKING STANDS
CLOTHES TREES
• Durable Leatherette in Many Colors
• Highest Grade Chrome Plating
Illustrated Literature on Request
KAY-DAVIS COMPANY
836-890 Gerard Ave.
NEW YORK 52, N. Y.

No. 40 CHAIR

No. 30 CLOTHES TREE

Distributors - Dealers!!! Auto Trouble Lamp PLUGS IN CIGAR LIGHTER—no installation fuss—hot item for every Auto Showroom today. Motorists are asking for "JIFFY" Lamp. Retails for $2.75—12 ft. approved cord, 32 c.p. bulb. Special Christmas package no extra charge—immediate delivery. Get your share of business—write today—order now.

ASSOCIATED AUTO-HDWE. PRODUCTS
Box 483, Pawtucket, R. I.



The Whistling VENTALARM in Your Gas Tank:

- prevents blowbacks, overfilling
- saves time and money
- eliminates danger of flash fires

Watch for new 1947 car, truck and bus models equipped with the efficient, economical VENTALARM!

VENTALARM
GAS TANK FILL SIGNAL
SCULLY SIGNAL CO., 88 FIRST ST., CAMBRIDGE 41, MASS.

Build Up Your Own Heavy Duty Truck Business

Stock Coleman 4-Wheel Drive Conversion Units and Fabco Dual Drive Axles

Coleman Conversion Units fit all makes and enable you to convert conventional trucks to 4-Wheel Drive—ideal for off-the-road work.

Fabco Units fit all makes trucks—allow removal of rear axle and insertion of TWO driving axles (tandem). Gives overdrive and underdrive for heavy duty loads. Get that extra profit by writing today to

FLY & HARWOOD, Inc.
300 Madison Ave. (Dept. B)
MEMPHIS, TENN.

Truck or Trailer Axle Engineer Wanted

Design engineer with five or more years design experience with heavy motor truck or trailer axle to head up axle engineering division of progressive company. Location West Coast. Reply Box AN-3, "Automotive News."

In the Hopper

Nebraska Farmers Demand Changes in Highway Plans

Methods of highway construction and financing will be highly controversial subjects in the 1947 Nebraska legislature.

Led by Congressman Karl Stefan, farmers are denouncing the high cost of farm-to-market roads and more than a dozen organizations have condemned gasoline tax diversion in the state. Pressure is being brought on Gov.-elect Val Peterson to "renovate" the entire highway department and to replace state engineer Wardner Scott with "a high grade engineer with the executive capacity to bring Nebraska out of its tailspin."

Latest criticism came from the directors of the Nebraska Good Roads Assn. in session here last week, when proposals were presented for adoption by the legislation. Some of the resolutions were all-weather farm-to-market roads, modification of the specifications of highways built with funds jointly supplied by state and federal government, militant opposition to gas tax diversion, county employment of a competent engineer to supervise construction of farm-to-market roads, and one continuous north-south hard-surfaced arterial highway in western Nebraska.

* * *

Higher Gas Tax, If Necessary, Advised in Me. Road Plan

Enactment of retail sales and personal income taxes, together with state withdrawal from the direct property tax field, were recommended last week for Maine by Dr. Luther Gulick and Philip H. Cornick of the Institute of Public Administration, New York, who were called in by Gov. Horace A. Hildreth to survey the state's fiscal picture and suggest an outline for the years ahead.

Concerning highways, the report said: "We are convinced that extensive road work is required now; that this should be based on at least a five-year comprehensive program rather than on the amount of money the federal government may have allotted; that expenditures should be rigidly held down until prices drop again; and that no bonds should be issued beyond redemptions even to match federal funds, except in the case of self-liquidating improvements like major toll bridges. If further funds are needed under such a program, the gas tax should be increased so that the burden may fall on users from all over the nation."

* * *

State Inspections Approved By Md. Legislative Council

A bill providing for the establishment of state-owned and operated inspection stations for the examination of all motor vehicles at least twice a year has been approved by the State Legislative Council for introduction in the 1947 Maryland legislature.

Under the proposed measure, a $1 annual inspection fee would be made payable with the license fee. Two inspections a year would be compulsory for all motor vehicles, trailers and semi-trailers registered in the state. Additional inspections would be voluntary except where required, for reasonable cause, by police or the State Department of Motor Vehicles.

* * *

Tighter Wage-Hour Law Recommended in Ark.

More stringent Arkansas wage-hour laws, including coverage of intrastate men as well as women workers, have been recommended by State Labor Commissioner M. E. Goss.

Goss proposed that the 1947 Arkansas legislature enact a minimum wage law for men workers in intrastate employment not covered by the federal wage-hour law. Establish a minimum wage of 40 cents per hour, an eight-hour day and six-day week for women workers, compared with the present $1 per day minimum for inexperienced workers, $1.50 for experienced workers, a nine-hour day and a six-day week, and enact legislation requiring that women be paid the same wage as men when they do comparable work.

* * *

Higher Car Insurance Cost Studied by Massachusetts

Massachusetts Insurance Commissioner Charles F. J. Harrington has proposed for approval of the 1947 Massachusetts legislature's new automobile insurance rates averaging 5 percent higher than 1946.

The announcement has brought protests from all sections of Massachusetts, with the loudest coming from the Greater Boston area where the increases were the highest. The tentative rate schedule is expected to cost Massachusetts vehicle owners an estimated $1,000,000 more than this year. Harrington scheduled a hearing for Nov. 19, to hear protests against the rates.

* * *

California Voters Reject State Fair Employment Act

California's electorate rejected by a margin of more than 2 to 1 a Nov. 5 election proposal for a fair employment practices act, which would make it unlawful to refuse to hire, to discharge or discriminate in conditions of employment against any person because of race, religion, color, national origin or ancestry.

Submitted to the people as an initiative following defeat of a similar proposal in the State Legislature, the measure would have created a State fair employment practices commission, with a fiscal year appropriation of $250,000, to carry out its aims by conciliation, education or state order.

* * *

Colo. Plans Motor Fuel Tax To Finance Road Costs

Immediate passage of legislation providing for a six-cent per gallon tax on all motor fuels used on public highways in this state to finance a long-range highway program to meet state, county and municipal needs was urged in a resolution passed recently by the Colorado municipal league.

The league met with the state highway advisory board, state highway engineer Mark U. Watrous and the state association of county commissioners for discussion of the program.

* * *

Retention of Income Tax Cut Recommended by Ia. Group

Continuance of the 50 percent state income tax reduction effective since 1943 is included among the recommendations of a report prepared by an interim state legislative tax study committee for consideration by the 1947 Iowa legislature.

The committee proposes, however, that the State Executive Council be empowered to boost the tax to the full rate in cases of state financial emergency.

* * *

To Tighten Control

A proposal calling for closer administration of the use of tax exempt gasoline and recommending that the price of exempt permits be raised from 25 cents to $1 has been approved by the state legislative council for submission to the 1947 Kansas legislature, which convenes here in January.

* * *

Ask Ark. Diversion Ban

A resolution urging the 1947 Arkansas legislature to approve a state constitutional amendment outlawing highway fund diversion has been unanimously adopted by the Independent Oil Marketers of Arkansas. Another resolution adopted by the group urged Congress to repeal the federal tax on gasoline and lubricating oil.

Charpia Motor Opens

Charpia Motor Co. (Kaiser-Frazer) has opened for business in Summerville, S. C. M. J. Charpia is owner and M. J. Charpia jr. manager.

ASF to Study Bills Of '47 Legislatures

During the 1947 state legislative sessions, beginning Jan. 1, the uniform laws division of Automotive Safety Foundation will analyze highway transportation bills, to determine their conformance with the uniform vehicle code and other nationally recognized standards.

The information resulting from the analysis will be made available to interested groups for such action as they may take in calling to the attention of the legislators and the public the nonuniformity of proposed legislation affecting motor vehicle use.

'47 Colo. Plates

DENVER, Colo.—For the first time since the outbreak of the war two license plates will be issued for each passenger car, commercial vehicle and truck this year in Colorado, according to K. S. Campbell, assistant supervisor of the state motor vehicle division.

LEWIS F. JARRETT, PRESIDENT, JARRETT MOTORS (Lincoln-Mercury), Albany, N. Y., this year celebrates the first anniversary of his dealership with a new showroom and his whole family together in the business. In the automobile business for 25 years, he was previously vice-president and general manager for Berkshire Motors (Chrysler-Plymouth), and during the war was engaged in the manufacture of Army and Navy ordnance material. Seated, left to right: Earl H., Kenneth W., and L. F. Jarrett sr.; standing, left to right: William C. McKenna and L. F. Jarrett jr. Other members of his family now associated with Jarrett Motors are Vice-President Kenneth W., formerly with Don Allen of Buffalo (Chevrolet); Secretary Earl H., formerly in the finance business and lieutenant in the paratroopers during World War II; Treasurer Lewis F. jr., who also was in the finance business, and Assistant Treasurer William C. McKenna, a son-in-law of Jarrett. The new building has been completely redecorated and includes every type of improved facility.

Clark Offers Booklet On Loading Aids

BATTLE CREEK, Mich.—Clark Tructractor announces a new 16-page illustrated broadside describing the new Clark Truckloader and truck loading method. The new type fork lift, smaller than its prototypes, is said to elevate loads up to 1,000 pounds.

Faster loading, less idle truck time and lower costs are claimed by Clark for the new vehicle which is small enough to maneuver easily in the loading area.

DONALD DUCOMB

Young Philadelphian gets his start in an exciting hobby through the help of Charles J. Love, "The Pigeon Man," of The Evening Bulletin.

Sixteen-year-old Donald DuComb, like many thousands of Philadelphians, first learned about the amazing Homing Pigeon from Charles J. Love, the famous pigeon expert of The Evening Bulletin. Homing Pigeons are used by The Bulletin in emergency for fast delivery of news or film.

Young DuComb now has thirty birds of his own and is breeding for young ones with the intention of setting some new pigeon racing records. He is a frequent visitor to the pigeon loft on the 11th floor of The Bulletin Building.

The Bulletin's Mr. Love, former president of the International Federation of American Homing Pigeon Fanciers, has held audiences from the ages of six to sixty spellbound with his talks and demonstrations. Last year more than seventy-five thousand Philadelphians heard him in schools, churches, clubs—281 different meetings in all.

Here is another extra activity of The Bulletin which brings this newspaper closer to the daily lives of all Philadelphians. Here is another explanation of why The Bulletin is the favorite newspaper of Philadelphians . . . why they trust its editorial content . . . *why they use its advertising columns as their reliable shopping guide.*

* * *

The Evening Bulletin is Philadelphia's home newspaper. It is read by four out of five Philadelphia families. It has the largest evening circulation in America.

IN PHILADELPHIA—NEARLY EVERYBODY READS THE BULLETIN

A RECENT MEETING of associate dealers of James F. Waters, Inc. (De Soto) at the Fairmont hotel in San Francisco. Left to right, D. M. Herrick, Los Angeles regional manager, De Soto; Robert A. Waters jr., vice-president and general manager, James F. Waters, Inc.; J. B. Wagstaff, vice-president and general sales manager, De Soto; William Waters, vice-president and sales manager, James F. Waters; Robert A. Waters sr., President.

Catalytic Construction Consolidates Quarters

PHILADELPHIA. — Consolidation of executive and engineering headquarters in new offices has been announced by T. Ellwood Webster, president of Catalytic Construction Co. The new address will be 1600 Walnut St., Philadelphia 3, Pa. Expansion of company activities has made necessary the increased working area, Webster said.

Bobbi-Car Picks Dixie

Dixie Trailer Sales, Inc., has been named dealer in South Bend and St. Joseph county for the new Bobbi Car. The dealership is at 104 Dixieway, N., South Bend.

Cross-Country

DeSoto Stock Cars Given 40,000-Mile Test

DETROIT. — Forty thousand miles in six months—approximately 225 miles per day for 180 days on proving grounds that consist of the entire United States—is the mileage record of test cars operated by De Soto.

Using regular De Soto stock cars, engineers have crossed and re-crossed the continent many times encountering actual driving conditions in all parts of the country. Dawn-to-dusk runs of 500 to 600 miles are not unusual. Temperatures as high as 130 degrees and as low as 20 degrees below zero have been encountered and all kinds of roads have been traveled.

Summarized reports are wired to Detroit daily for study by the engineers, and cars are returned to Detroit every few weeks so engineers may study at first hand what the car is doing.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

Want Ad Dept., inside back cover.

On Wall Street . . .

Hopeful Caution Rules Assay of Auto Outlook

By Dana Stuart
Staff Correspondent

NEW YORK. — The shares of automotive companies listed on the New York Stock Exchange have failed thus far to give the signal which is being awaited by Wall Street.

The automobile companies have been the subject of many letters written recently on the stock market by brokerage house and bank analysts.

In one instance, a brokerage house issued a lengthy study of Willys-Overland Co. and was careful to point out that no conclusion was reached and that no advice was given one way or another.

One point of the review was that Willys-Overland might provide a test of the automotive market which would be welcomed by the industry and by investment quarters. The reference was to Willys-Overland plans to bring out a low-priced car.

The question asked was whether that part of the public unable to pay the prices for new cars in the Chevrolet - Ford - Plymouth group would rather have a lower priced car, minus some of the refinements, or a second-hand higher-priced vehicle.

But aside from such questions as this, financial people want most of all to know when the automotive industry will begin to make equitable profits on its business. So many past predictions have been wrong that statisticians and analysts have become cautious.

Some of them are pessimistic about the first half of next year, although strong in their hopes for the last half of 1947. This means, they say, that automotive stocks, after a possible 1946 year-end rally, may not lead the market forward until after the first quarter of 1947.

Illustrating the wide differences of opinion, however, is the fact that some market commentators are contending that people who buy automotive stocks for the long term, will come out ahead by picking them up at present prices.

They point to the difficulty of picking the bottom of any bear market and say at least part of available funds should be invested at this time.

It is a difficult time for market forecasters, as the stock market letters show. They all agree, however, that somewhere in the future, not too far away, should lie some years of prosperity.

Market commentators also generally agree that there are many present opportunities for investment in particular situations. To select the companies, however, it is necessary to have first-hand information. They say if stocks can be found, that the prospective investor can satisfy himself are selling well below actual values, this may be as good a time as any to begin investments for the next prolonged rise in the market generally.

This applies, particularly, to the automotive industry, in which there is widespread confidence for the long term.

Stock Price Averages

	Latest Week	Previous Week	Year Ago
10 cars, trucks ...	31.90	32.75	43.50
10 parts, access. ...	32.50	33.45	44.40
5 tire, rubbers ...	57.50	58.75	60.90
25 automotives	39.55	40.35	47.50

GOP Supporting Reorganization Of Congress

WASHINGTON.—House Republican leaders early last week lined up solidly behind the LaFollette-Monroney Congressional Reorganization act as one of their first steps in shaping a GOP blueprint for the next Congress.

Rep. Joe Martin Jr., Massachusetts, who will be the next speaker of the House, said he will do all in his power to carry forward the modernization program approved by the 79th Congress.

In backing up Martin's indorsement of congressional reorganization, Rep. Harold Knutson, of Minnesota, next chairman of the ways and means committee, said he already has drawn his bill for a 20 percent horizontal cut in individual taxes but will follow modernized committee procedure for laying it before Congress.

Senator Styles Bridges, next chairman of the Senate Appropriations committee, said the national budget would be "combed as never before." Bridges added, "Government needs its own taste of rationing, ceilings and priorities . . . There must be rationing of money to spend. There must be ceilings on public payrolls. There must be priorities on new and costly projects."

Auto Personnel

White Motor Names Starr Purchasing Agent

William J. Starr has been named purchasing agent of White Motor Co.

William J. Starr

Starr, associated with White since 1945, will be in charge of the administration of the purchasing division under Harold A. Manderson, director of purchases. Previously, Starr was with Colgate Aircraft Corp. and Lycoming division of Aviation Corp.

* * *

Eugene Wilson Resigns From United Aircraft

Eugene E. Wilson has resigned as vice-chairman of the board of United Aircraft Corp., Hartford, Conn., but will continue to serve as a member of the board of directors, it has been announced.

In asking to be relieved of all administrative responsibilities in the corporation, Wilson indicated that he will continue to devote a large portion of his time as a private citizen to working for the establishment of an adequate national air policy.

* * *

Hudson Appoints Eskridge Factory Manager

Appointment of **Joseph W. Eskridge** as factory manager of the Hudson Motor Car Co. was announced last week by I. B. Swegles, vice-president of manufacturing.

Eskridge, a veteran of 20 years with the company, has been in charge of Hudson's car-building program since the resumption of automobile production. During the war he was general superintendent of Hudson's airframe division.

* * *

Graham-Paige Names Gordon To Regional Managership

Appointment of **Allen S. Gordon** as regional manager in charge of farm sales in 13 eastern states was announced last week by John V. Drum, director of farm sales for Graham-Paige. Until recently, Gordon served as assistant director of the farm machine section of UNRRA.

Previous to his association with UNRRA, he was with the sales division of International Harvester for 10 years.

* * *

Coonley Elected President Of International Body

Howard Coonley, chairman of the executive committee of the American Standards Assn., has been elected president of the new International Organization for Standardization. **Gustave L. Gerard,** staff president of the Belgian Standards Assn., will be vice-president.

Coonley is a former president of the National Assn. of Manufacturers and of the American Standards Assn.

* * *

Luetkemeyer Promoted By Cleveland Graphite

Promotion of **Henry W. Luetkemeyer** to chief engineer of Cleveland Graphite Bronze Co. has been announced by James L. Myers, executive vice-president.

Luetkemeyer has been associated with the company's engineering division since 1935 when he became a laboratory assistant.

* * *

General Tire Appoints Schnedarek to Purchases

Emil Schnedarek has been selected to handle all industrial and engineering purchasing for General Tire & Rubber Co., R. M. Graham, director of purchases, announced last week.

In his new capacity, Schnedarek will headquarter in General Tire's Akron offices and his duties as Waco plant engineer will be assumed by his present assistant, **Thomas M. Campbell.**

Appointment of **Paul W. Berry** as Kraft engineer for General Tire & Rubber Co. in the Portland (Ore.) district has been announced by **E. C. Leach,** sales manager of special products department.

* * *

Prout Resigns Willys Post; Going West for Rest

C. R. Prout has resigned as general manager of Willys of Canada, Ltd., because of ill health. He has been associated with Willys since August, 1945, when he built a new dealer and distributor organization for the company in Canada. He will go to the West Coast for a rest.

* * *

Lack Named President Of Standards Association

Frederick R. Lack, vice-president of Western Electric Co., will be president of the American Standards Assn. for the ensuing year, it was announced last week. Lack, who succeeds Henry B. Bryans, executive vice-president of the Philadelphia Electric Co., was formerly vice-president of ASA.

George H. Taber jr., executive vice-president of Sinclair Refining Co., will be vice-president of ASA.

* * *

Booth Gets Appointment As Fisher Financial Aide

C. V. Booth has become chief financial officer of the Fisher Body division of General Motors, according to L. C. Goad, vice-president, who announced that **M. E. Sheppard** had resigned as general director of the finance and accounting division. Booth, who is divisional comptroller, thus becomes the ranking financial officer.

* * *

Al Dye Named Sales Chief For Chicago Parts Firm

E. L. (Al) Dye has been appointed sales manager of the replacement parts division of F. & B. Mfg. Co., Chicago, makers of Filko ignition replacement parts, according to John Filko, president.

* * *

Paelke, Shimp Manage New S-W Divisions

Two new automotive finish sales divisions have been created by the Sherwin-Williams Co., Rex C. Hall, general manager of automotive sales, has announced.

Norman A. Paelke will be manager of the eastern division, with headquarters in Newark, N. J.

N. A. Paelke

D. S. Shimp

D. S. Shimp will manage the southeastern division.

* * *

Executive Counsel Fills Senior Staff Positions

Executive Counsel Inc. has completed the organization of its senior staff, according to B. T. Badgley, president. The concern, which officers to help in the placement of executives for client organizations, is headquartered at 64 E. Jackson Blvd., Chicago.

Other officers include **Charles F. Leland,** executive vice-president; **Elbert Flora,** director of aptitude testing and training; **Everett A. Harrington,** consultant for technical personnel; **Harry W. Cline,** consultant for executives, and **A. B. Elworthy,** executive consultant.

* * *

Ford Names Lutz, Noble To Richmond (Calif.) Post

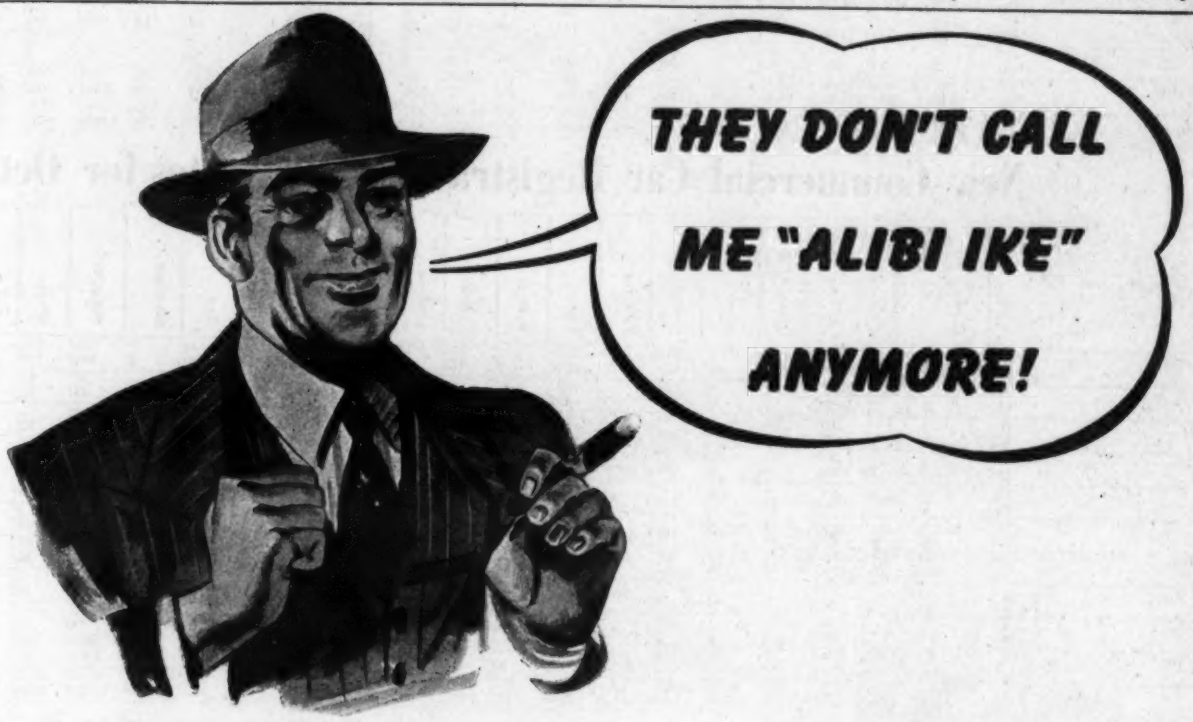
Leslie H. Lutz has been named manager of Ford Motor Co.'s Richmond district in California. The appointment was announced by **Arthur Hatch,** western regional manager, at a dealer meeting last week.

Hatch also announced that **Orville Noble** retains his post as assistant district manager in charge of the northern section of the Richmond district and that **Clem Powell** has been appointed to the assistant district manager's post in charge of the southern section, the position formerly held by Lutz.

* * *

Boegehold Is Elected

Arthur L. Boegehold, head of the metallurgy department research laboratories division of General Motors, has been elected president of the American Society of Metals.



This Service Manager has a right to feel pleased! Customers are getting their cars on time—no more wild guesses . . . no more broken promises. Owners know they'll find their cars ready when they call for them. Sounds miraculous? Actually it's simple—he has SCHED-U-GRAPH Service Scheduling—a VISIBLE chart board specially designed for repair service operation. Without posting, with a minimum of paper work and filing, this remarkable control system does these important jobs:

1. **Assures Accurate Estimates** of the time required to complete all types of work, with current and future jobs charted visibly . . . for instant reference.

2. **Reduces Costs** of clerical labor involved in job assignment and supervision and answering of inquiries. Responsibility for job scheduling and follow-up is centralized for utmost operating efficiency.

3. **Increases Shop Capacity** by assuring efficient, full-time use of floor space, equipment and manpower. Sched-U-Graph equipped service departments are turning out up to one-third more work!

* * *

Yes, when Sched-U-Graph control "takes over" you'll find things smoother all along the line: less confusion in the shop, better flow of work in billing and cashier's departments. *greater customer satisfaction.*

FREE—Full color, generously illustrated folder "VISIBLE SERVICE SCHEDULING"—a detailed description of how Sched-U-Graph Control can help *you* realize more profits and increased customer goodwill through efficient job-scheduling—will be sent you on request. Write for Folder No. KD 362, or ask your nearest Remington Rand representative. Do it now!

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U. S. and Canada Discuss Alaska Highway Trucking

MONTREAL.—Federal government officials revealed that negotiations are under way with the United States in an effort to solve difficulties arising over the trucking of American goods in bond over the Alaska Highway, but said there was as yet no treaty covering the matter.

They were commenting on dispatches from Seattle, Wash., in which United States officials, including Sen. Warren G. Magnusson, protested Canada was discriminating against American citizens and that Canadian refusal to allow shipment of goods in bond by truck was "completely contradictory" to a treaty.

One External Affairs department official said: "We are holding discussions and negotiations with the United States government on this question."

He added, however, it would be wrong to speculate that these negotiations might lead to the signing of a treaty.

A customs spokesman said there was an arrangement that Canada would not discriminate against United States citizens in customs matters but pointed out that since Canada did not allow anyone—not even her own citizens—to transport goods in bond by truck it could not be called discrimination if she refused this to Americans.

Car Cookin'

Here's More Jargon For the Books

Just to keep you on the ball, A. C. Singletary, of Singletary Motor Co. (Chrysler-Plymouth), Kirbyville, Tex., sends in some more used-car slang:

BUZZARD—Used-car dealer who operates out of his backyard.

CREAM PUFF—Real clean used car.

DOG—Used car in poor condition.

HALITOSIS (or bad breath)—Car that smokes; needs rings.

PLATE-GLASS BUZZARD—Used-car dealer who has a showroom.

RICH PAPA—Finance company that will floor used cars 100 percent.

SMELLS—Used car so new it has new-car smell.

STOVE—Heater.

UNMARRIED—Used car without a title.

Thanks to Mr. Singletary, and we'd like to hear from other dealers.

St. Louis Court Upholds Bridge Toll Opponents

ST. LOUIS.—A fight instituted by the Automobile Club of Missouri against the continuance of tolls on the Douglas MacArthur (municipal) bridge resulted in a victory in the local Court of Criminal Correction when Judge David W. FitzGibbons ruled that the city has no right to collect tolls on bridge traffic.

Revenue from the bridge during the fiscal year ending last April was $778,000 and anticipated revenue for the current fiscal year is $950,000. The city announced it will appeal Judge FitzGibbons' decision to either the St. Louis Circuit of Appeals or to the State Supreme court.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

☞ Want Ad Dept., inside back cover.

New Commercial Car Registrations, All States for Sept. 1946-41

(Compiled by R. L. Polk & Co.)

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Sterling	Studebaker	White	Willys	Miscellaneous	Total		STATES
47 States for September	'41	199	202	12677	492	128	4528	125	7592	36	3890	30	7471	812	266	103	12	498	688	127	106	39980	'41	47 States for September
	'46	283	272	19506	322	240	7618	443	14654	38	3451	251	7839	107	2	1086	28	2318	620	4446	231	64255	'46	
California	'41	18	1	993	27	16	311	7	579	5	369	5	423	45	13	25	8	47	55	26	19	2992	'41	California
	'46	33	11	1138	10	15	393	9	781	8	226	23	407	2		44	16	337	39	457	32	3961	'46	
Kentucky	'41			334	1	1	97	1	120		109		231	7	8	4		9	10	6	2	940	'41	Kentucky
	'46	2	1	435	8	5	104	2	355		78	5	179	1		24		41	6	83		1329	'46	
All States for September	'41	217	203	14004	520	145	4936	133	8291	41	4368	35	8125	864	287	132	20	554	731	159	127	43892	'41	All States for September
	'46	318	284	21079	340	260	8115	454	15790	46	3755	279	8425	110	2	1154	44	3196	665	4986	263	69565	'46	
Year to Date	'41	1972	1776	178456	4888	1835	49249	1200	143415	222	36386	637	76151	7476	7356	1172	333	3947	7339	1625	1105	521540	'41	Year to Date
	'46	3301	2761	100065	3370	2080	71327	3295	85068	407	14436	1942	55128	4274	16	6876	388	17096	6655	29714	2491	417110	'46	

New Commercial Car Registrations, 28 States for Oct. 1946-41

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Sterling	Studebaker	White	Willys	Miscellaneous	Total		STATES
29 States for October	'41	23	22	4214	129	34	1278	25	2000	4	907	8	1845	179	46	31		138	121	37	26	11067	'41	29 States for October
	'46	57	35	6029	157	80	1624	78	4306	8	765	34	2338	16	3	283	3	708	180	1334	51	18149	'46	
Georgia	'41			367	2	1	107		197		45	1	110	8	2	2		7	49	3		901	'41	Georgia
	'46	1		494	3	6	204	3	492		54	2	144	2	2	20		44	31	51	4	1557	'46	
Louisiana	'41			297	12	1	81	14	228	1	46		102	9	2			10	5	2		810	'41	Louisiana
	'46	2		420	8		148	5	493		44	1	148	3		24		52	12	24		1384	'46	
Maryland	'41		7	169	11	16	78	10	104		50	1	92	6	1	1		7	20	3	3	579	'41	Maryland
	'46	10	7	281	6	9	103	5	202		44	2	140			30	1	18	27	56	5	946	'46	
Missouri	'41			557	5	13	170		341		139	1	298	9	10	11		12	17	2	3	1588	'41	Missouri
	'46	1		987	16	2	254	11	623		128	1	346	2		20		69	23	141		2624	'46	
Oregon	'41	1		183	2	2	61	8	81		63	1	81	10	1	4		8	8	2	21	537	'41	Oregon
	'46	3	1	380	38	10	190	22	315	3	95	7	174	4		22		89	13	91	15	1471	'46	
Pennsylvania	'41	53	35	672	64	14	509	7	355		284		539	139	24	39	2	46	81	7	5	2875	'41	Pennsylvania
	'46	83	66	1103	45	29	584	37	979		245	16	694	4		120	6	186	82	299	19	4597	'46	
South Carolina	'41			206		2	78		85		24	1	60	6	5			4	7		1	479	'41	South Carolina
	'46			293	3	4	72	1	236	3	43		68			23		42	12	42	10	852	'46	
South Dakota	'41			69			20		39		21		50		2			3		1		205	'41	South Dakota
	'46			129	4		49	2	115	1	29		106			5		21	1	40		502	'46	
28 States for October	'41	77	64	6734	225	83	2382	64	3430	5	1579	13	3177	366	93	88	2	235	308	57	59	19041	'41	28 States for October
	'46	156	109	10116	280	140	3228	164	7821	15	1447	63	4158	31	5	547	10	1229	381	2078	104	32082	'46	
Year to Date	'41	2049	1840	180190	5113	1918	51631	1264	146845	227	37965	650	79328	7842	7449	1260	335	4182	7647	1682	1164	540581	'41	Year to Date
	'46	3357	2810	116181	3650	2800	74555	3459	92889	422	15883	2005	59286	4305	21	7423	398	18325	7036	31792	2595	449192	'46	

New Passenger Car Registrations, All States for Sept. 1946-41

STATES		American	Bantam	Buick	Cadillac	Chevrolet	Chrysler	Crosley	De Soto	Dodge	Ford	Fraser	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Miscellaneous	Total		STATES
46 States for September	'41	1087		4770	824	17209	4587	152	3412	8617	20073		4299		478	2032	1882	3523	3736	16532	5216	4532	278	103239	'41	46 States for September
	'46			15361	2350	36723	5663	373	4143	11774	32272	4	7146	3	991	5823	6021	9735	3532	20976	11590	6360	57	186896	'46	
California	'41	181		174	65	1246	479		434	926	1117		520		48	205	191	164	473	1356	227	622	11	8539	'41	California
	'46			1255	240	2880	726		583	1186	2388		725		126	674	532	1386	3621	1868	1259	895	9	17094	'46	
Kentucky	'41	13		126	19	379	45	2	20	87	216		37		3	22	20	49	67	320	72	58		1555	'41	Kentucky
	'46			185	21	610	69	18	39	128	562		95		8	74	56	119	39	331	158	65	1	2578	'46	
New York	'41	114		857	302	1402	659	23	431	1176	1302		382		75	239	226	393	584	2318	906	483	88	11960	'41	New York
	'46			2117	397	3079	772	28	618	1532	2324		612		117	580	622	1365	466	2121	1347	592	24	18713	'46	
All States for September	'41	1395		5927	1210	20236	5770	177	4297	10806	22708		5238		604	2498	2319	4129	4860	20526	6521	5695	377	125293	'41	All States for September
	'46			15918	3008	43292	7230	419	5382	14620	37546	4	8578	3	1242	7151	7231	12605	4589	25296	14354	7912	91	219281	'46	
Year to Date	'41	19272		266362	50683	769149	126096	822	78792	184871	523630		62065		15448	69656	67592	200095	54174	394073	246070	95374	2522	3226746	'41	Year to Date
	'46			62292	11930	167905	46365	648	39635	94963	207420	5	48851	5	5924	34492	55863	45669	21147	148387	57632	35335	389	1084857	'46	

New Passenger Car Registrations, 25 States for Oct., 1946-41

STATES		American	Bantam	Buick	Cadillac	Chevrolet	Chrysler	Crosley	De Soto	Dodge	Ford	Fraser	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Miscellaneous	Total		STATES
18 States for October	'41			1299	234	6312	640	15	390	1263	4213		490		123	474	356	849	601	2831	1371	827	186	22473	'41	18 States for October
	'46			1973	369	5619	711	78	456	1515	6734	33	810	22	160	1180	906	1431	549	3338	1779	713	24	28340	'46	
Illinois	'41	55		986	234	2345	441	10	410	879	1338		382		63	201	415	559	483	1484	800	516		11601	'41	Illinois
	'46			1663	279	2886	589	41	375	1041	2564	4	543	10	119	545	694	1156	363	1916	1265	505	22	16580	'46	
Kansas	'41	7		142	12	706	72		46	151	367		74		11	34	43	79	27	253	153	82		2259	'41	Kansas
	'46			237	11	573	70	14	55	130	604		102		14	107	120	234	51	233	231	60	4	2849	'46	
Maine	'41	14		63	19	278	33		27	52	119		54		4	14	27	53	29	115	113	34		1053	'41	Maine
	'46			95	21	278	30	14	23	71	206	3	54	1	7	38	65	73	20	122	176	21		1318	'46	
Missouri	'41	15		283	44	1379	152	1	108	264	736		73		33	71	110	243	128	572	243	150	1	4601	'41	Missouri
	'46			467	70	1721	190	18	155	392	1475	2	203		44	309	227	467	96	1005	430	202	8	7483	'46	
New Jersey	'41	20		360	138	1264	252	4	145	417	636		143		50	135	116	252	331	732	508	187	1	5697	'41	New Jersey
	'46			602	110	860	154	13	132	322	933		124	2	64	258	168	328	157	498	594	164	7	5589	'46	
South Carolina	'41	2		83	12	495	40		23	73	286		82		5	37	16	61	36	242	118	34		1645	'41	South Carolina
	'46			116	21	423	31	21	21	75	562	3	66	1	10	70	69	111	34	177	129	35		1958	'46	
South Dakota	'41	7		29	3	165	15		8	33	96		10		4	15	21	17		76	23	19		541	'41	South Dakota
	'46			45	3	197	23	3	11	54	218		17		3	30	31	38	10	112	32	18		845	'46	
25 States for October	'41	311		3250	696	12944	1645	30	1157	3122	7791		1298		302	981	1104	2113	1635	6305	3334	1849	3	49870	'41	25 States for October
	'46			5288	823	12556	1796	201	1228	3590	13296	44	1923	36	421	2537	2280	3838	1272	7401	4636	1727	67	64962	'46	
Year to Date	'41	19469		268755	51077	780691	127082	829	79618	186517	530119		62981		15675	70398	68470	201815	55225	398060	248498	96740	2497	3264656	'41	Year to Date
	'46			65463	12356	177382	47391	821	49245	97021	218392	49	50162	41	6228	36449	57521	48142	21953	153667	60921	36470	432	1131106	'46	

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Investors' Advisor

Committee Formed to Defend Present Views Of American Capital

NEW YORK.—For the purpose of defending the American capitalistic system and explaining its meaning to consumers and labor, the Committee of Investors of America, Inc., has been formed, with headquarters at 29 Broadway here.

"The Importance of a Living Wage for Capital" is the title of a brochure now being distributed by the new committee, which aims to explain the necessity "for a highly vocal self-defense, and solicitation of sufficient investor support to constitute a numerically strong group."

Robert A. Gilbert, secretary of the committee, emphasized that "one of our aims is to present to the public the investors' point of view on public questions just as the National Assn. of Manufacturers presents the viewpoint of its members."

Referring to itself as the CIA, the committee is a membership corporation organized under New York laws and officers and directors serve without compensation. Advisory directors are William B. Smith II, Philip Van Wyck and Lester V. Plum.

Belief of the organizers is that "there is a great need for a really clear and forceful defense of the investor" because his and her share "in the nation's production has seldom been seriously recognized in recent years by government and, of course, almost never by labor."

Asserting that "investors' equity is gradually being eroded," Gilbert said, "We are going to attempt to do some financial soil conservation, as it were."

"Over a period of recent years," he declared, "the investors' share of the national income has been reduced and figures for the current year do not indicate any change in the trend."

He cited Department of Commerce statistics to show that during the first eight months of 1946 total income and dividend payments averaged only 1 percent above 1945 and 4 percent above the 1929 average, while salary and wage payments were more than 90 percent over the comparable 1929 figures.

Gilbert said the CIA is soliciting support from both small and large investors and that several substantial organizations had expressed interest in the movement.

NELSON BOWE, FORMER LONG BEACH district manager for Ford and new district manager of the Edgewater district in New York, looks over special edition of the Los Angeles Examiner at his going-away party. Left to right, Jim Roberts, new district manager taking Bowe's place in Southern California; Norman Blackburn of J. Walter Thompson, advertising agency, and Bowe.

Now Pacemaker Trailer

AAA Mfg. Co., builders of the Pacemaker Trailer, Elkhart, Ind., has changed ownership as of Nov. 1 and will be known now as Pacemaker Trailer Co. The purchaser acquired the stock and equipment, including the buildings. Morton Levitt, 110 S. Elkhart Ave., announced the change of name.

Federal Truck Has Record Year Despite Shutdown

DETROIT.—Federal Motor Truck Co. has declared a regular quarterly dividend of 10 cents per share and an extra dividend of 20 cents per share payable Dec. 20 to stockholders of record Dec. 10.

This brings total dividend payments for the year 1946 to 70 cents per share as compared with 50 cents per share for the year 1945.

T. R. Lippard, president of Federal, stated that commercial shipments for the year thus far exceed 14 million dollars and surpass any peacetime year in the 36-year history of the company.

Profit for the first 10 months is considerably higher than for the entire year 1945.

This peacetime business record was made notwithstanding the fact that the plant was closed 28 working days during the year due to numerous strikes in the plants of suppliers.

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.

Accident Rate Rises Among Wis. Truckers

MADISON, Wis.—The record of all motor truck fleets reporting in the state motor vehicle department's truck and bus safety contest during the first nine months of the year shows a higher accident rate of 2.13 per 100,000 vehicle miles traffic engineers of the department report here.

The reporting fleets operated 3,465 trucks and buses for a total of slightly more than 46,000,000 miles during those months, with 981 reportable accidents.

The same fleets had an accident rate of 2.36 for the first six months of the year. The rates for the first nine months of last year and preceding years were 1.33 for 1945, 1.17 for 1944 and 1.57 for 1943.

The department also noted that 49 of the reporting fleets had perfect driving records during the first nine months. Best individual fleet record was credited to the Vernon county highway department, with 565,000 accident-free miles.

The best record among fleets with over a million miles of travel at the end of the first three quarters of the year was that of Gateway City Transfer Co., La Crosse.

Certificates will be awarded by the state department to the best fleets with respect to accident records at the end of 12 months of competition.

Stirlen Merges 2 Firms in Conn.

NEW HAVEN, Conn. — Eugene D. Stirlen has announced the formation of a new corporation, Eastern Industries, Inc., which he said has taken over the Automatic Signal Corp. of East Norwalk and has merged it with the Eastern Engineering Co. here.

Automatic Signal specializes in the manufacture of vehicle actuated traffic signals and the application of electronics to industrial equipment. Eastern Engineering has been manufacturing small industrial pumps as its chief product, and also has been engaged in the development and manufacturing of industrial mixing equipment. Stirlen is president and treasurer of the new company.

Brannan in New Home

Brannan Motor Co. (Studebaker), Casper, Wyo., has moved to its new building, 114 N. Wolcott St.

INDUSTRIAL FURNACES

now is the right time to buy

because

WAA prices are low
Furnaces are for immediate sale
Large selection now from which to choose

"TOCCO" INDUCTION HARDENER. Special Listing of WA B-47 Tocco units available at all Regional Offices.

The War Assets Administration offers many types of surplus electric, gas and oil industrial furnaces—furnaces which should be on industry's production lines today. The offering includes models of well-known manufacturers covering uses such as:

Metallurgical furnaces
Heat treating furnaces
Heating furnaces
Metal melting furnaces
Drying and baking ovens
High frequency induction furnaces

Although this material has previously been offered to priority claimants, 10% of the merchandise has been reserved to fulfill any further needs of priority claimants including VETERANS OF WORLD WAR II, who are invited to contact the Regional Office serving their area.

This equipment is available for export. Any question on export control should be referred to Office of International Trade, Department of Commerce, Washington, D. C.

To: WAR ASSETS ADMINISTRATION (Address nearest Regional Office)

We are interested in obtaining information on a furnace with the following specifications:

Use.....
Type.....
Size Working Space.....
Fuel.....Elec.....Gas.....Oil.....Max. Temp.....°F....
Other Equipment.....
.....
Name.....
Firm.....
Address.....
City.....State.....

WAR ASSETS ADMINISTRATION

GOVERNMENT OWNED SURPLUS

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508-1

Fleet of Canada Builds Trailers For Evans

TORONTO.—Fleet Mfg. & Aircraft, Ltd., Fort Erie, Ont., has started production of cabin trailers for motorcars, with sufficient supplies on hand for 10,000 cabin cars.

The schedule calls for first deliveries late in November, production of 100 in December, to be gradually stepped up to 20,000 annually. First 10,000 cabin cars have been ordered from Fleet by Evans Operations, Inc., New York, for delivery within the first year.

GM Reassigns Monroe, Limback

DETROIT.—C. E. Wilson, president of General Motors, has announced the appointment of Max M. Monroe as assistant to B. D. Kunkle, vice-president in charge of the Overseas, Canadian, Dayton and Household Appliance group. Monroe succeeds Charles B. Stiffler, who was recently appointed administrative assistant to L. C. Goad, vice-president and general manager of Fisher Body.

F. J. Limback, who has been director of the Statistics section, will succeed Monroe as director of the Industrial Engineering section. Monroe joined GM in 1923, Limback in 1919.

PLASTIC TRUNK LID FOR AUTOMOBILES indicating future possibilities of a new, low-pressure molding resin developed by chemists of the Goodyear research laboratory, Akron, is shown by Jean Forzano. The trunk lid weighs 11 pounds less than a similar cover made of metal and is said to be equally as strong.

Opens New Home

Brandon-Jett Co. (Oldsmobile) has opened its display rooms and service shop, 1451 S. Monroe St., Tallahassee, Fla. Partners are **George M. Brandon, William T. Christie, Clarence W. Brandon** and **Robert S. Jett.**

British Auto News

British Auto Makers Forego 1947 Motor Show

LONDON.—British manufacturers have definitely decided not to hold a 1947 motor show. Present models are ordered up for nearly two years ahead and it is considered futile to stimulate a demand that could not be satisfied.

There is no anxiety, either, to mark time while a new model gets into production when existing types are selling well all over the world.

The manufacturers are conscious that America will be shipping hard in two years' time and they mean to cash in while they can.

In 1948 there will have to be new cars and a motor show might be worth while at that time.

* * *

Drive Is On To Cut Costs

First sign of the consequences of Britain's sheet steel shortage is an announcement by the Vauxhall and Bedford firm stating that overhead costs are to be cut and all prices are to go up.

Managing director Sir Charles Bartlett said, "We had been hoping that the larger volume planned for next year would be the means of helping us to get some of our costs down.

"We had fought against higher prices all through and were one of the few companies who had not increased prices during this year. We cannot help it now and our prices will have to be increased. We fear the later effects of this."

It was planned to produce 80,000 vehicles next year. This figure will be cut by 25 percent.

It is significant that Vauxhall was not the only car maker to resist the price-increase trend during this year, but by fitting their models with standardized bodies they managed to lower the price of their 12 by 100 dollars.

The Austin Co. announced, following the Vauxhall statement, that they expect to maintain present output and probably to exceed it.

* * *

U. S. Output Held Threat to Export

Just returned from the United States, Sir Miles Thomas, vice-chairman of the Nuffield organization, said that the British automotive industry had got nearer to prewar productive conditions than America and that he saw every reason for British optimism. American production, however, was bound to hit export markets when home demand had been more nearly satisfied.

To make sure of British export automotive markets, three aids are needed. First, reduced car taxation so that fewer models need be produced. Secondly, reduced taxation on the British worker, and, thirdly, bolder planning for bulk production by British executives.

* * *

Sheet steel shortage has led to the suggestion that Britain reintroduce fabric bodies for home sales. Attention is also being given to the possibilities of plastic panelling.

* * *

The derivation of the word Jeep is being discussed in Dublin High Court, where Willys-Overland is appealing from a refusal to register Jeep as a trademark in Eire.

* * *

By a new trade agreement British motor buses are to be exchanged for Polish eggs and geese.

* * *

Sixty-five thousand army vehicles already auctioned in Britain have produced 24 million dollars for the government.

* * *

Supply Minister John Wilmott has stated that he had asked the National Advisory Council of the British automotive industry to consider how to promote the large-scale production of a car selling at around $800.

Motor Deodorizer Installed for New Twin Coach

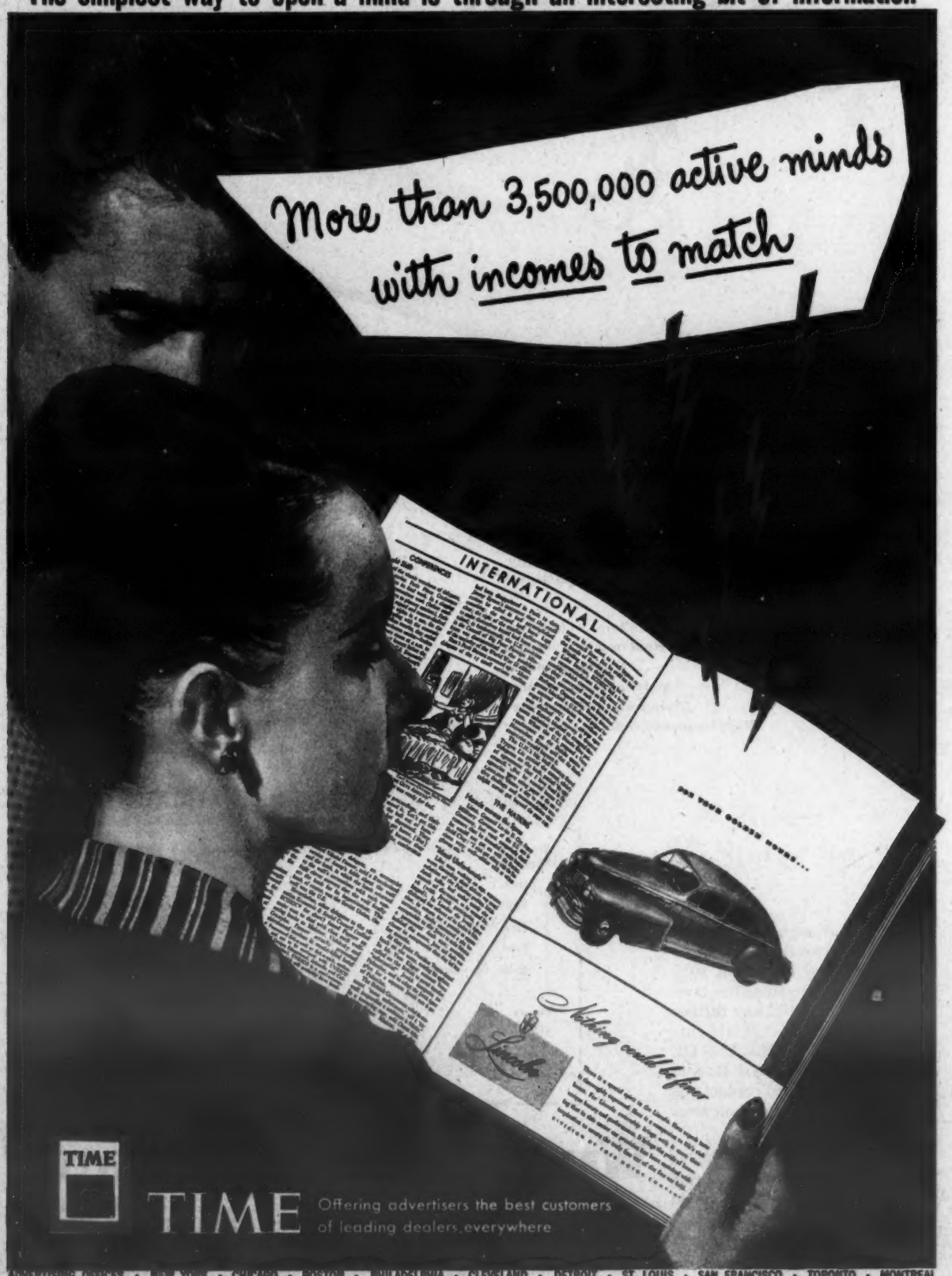
KENT, O.—Bus passengers can now enjoy pure, fresh air free from irritating exhaust fumes, says L. J. Fageol, president of Twin Coach Co., here.

"The annoying fumes," Fageol says, "are nothing more than unburned fuel vapors, which can now be eliminated by preventing them in the engine."

A small device, no bigger than a person's hand, completely eliminates fumes and is appropriately called a "de-gasser." It is being included on all new buses built by Twin Coach.

Fageol points out that motorists who pull up behind buses will also benefit from this improvement, because "rich fuel mixtures which produce these nauseous vapors are prevented during periods when buses are slowing down."

"The simplest way to open a mind is through an interesting bit of information"



ADVERTISING OFFICES • NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CLEVELAND • DETROIT • ST. LOUIS • SAN FRANCISCO • TORONTO • MONTREAL

Service and Used Car Reconditioning

A Regular Monthly Section for Dealers, Jobbers and Maintenance Men who Service and Lubricate America's 25 Million Motor Vehicles and Recondition Over 3 Million Used Cars Annually

Backshop

A.S.I.S.

B-Int.

Va. Tips

By Jack Weed

BY THE time you read this I will be housed at the Traymore in Atlantic City ready for my hardest job of the year—covering the Automotive Service Industries mammoth parts and shop equipment show.

I'll fret and stew and grouse and damn the hard exhibition hall floors and the guys who keep me up all hours of the night, but don't waste any sympathy on me because I am one of those peculiar offshoots of humanity who like it—tough as it is.

I suppose I would raise particular hades if I couldn't go, because the ASI Show is the biggest thing in the automotive industry. Over 450 of the leading parts, accessory and shop equipment firms of the country have contracted for over 1,100 booths in which to show their wares.

They and the member jobbers of the three sponsoring associations have also contracted for every available hotel room in this seaside resort—many of the late mind-maker-uppers will have to sleep in Philadelphia and commute to and fro each day. It's only about an hour on the fast trains, so that's not too bad.

* * *

I WILL HAVE sat in on the meetings of the MEWA, MEMA and NSPA by the time you have read this, will have attended at least two dinners and innumerable cocktail parties. And they are going to be a goldplated treat from what I hear, with blend Bourbon priced (through hotel bars or room service) at $19 per fifth, blend Scotch at $22 and plain domestic gin at $9 per bottle. I'm glad I don't have to foot the bill for some of the big firms' customer entertainment at those prices.

If you live west of the Mississippi river, I no doubt will have also attended the biggest dinner ever put on by the fast-growing Booster clubs of this country. There are over 2,500 of these manufacturer "reps" who peddle the parts and tools and shop equipment and gadgets that make up the great after-market—the stuff your boys out in the shop sell your customers at such a handsome profit you have found out during the war years. And the annual banquet is staged for 2,270 diners. It's a sellout—over 1,700 tickets were sold by mid-November. The only place in Atlantic City large enough to handle the affair was the ballroom of the Exhibition hall, and that's some barn of a room.

* * *

I'LL BE SUPPORTED by our AUTOMOTIVE NEWS gang of Eddie Kruspak from New York, Jake Goldstein from Chicago and Dick Webber from Detroit—and of course by the WOS (Weed's Official Snoopers), those close friends of mine in various walks of auto-

(See BACKSHOP, Page 38, Col. 1)

In This Section

New Products .....Page 45
Dealer Merchandising .....Page 35
Rebuilding on the Line .....Page 33

Service Volume, Customers Rise From September

Survey Shows Up Big Variance in Different Localities

DETROIT.—Despite a growing scarcity of parts, both service dollar volume and number of service customers are holding their own or are slightly up over September, according to a survey taken in 11 key cities last week by AUTOMOTIVE NEWS.

Service volume, however, is very spotty, different sections of the country reporting varying conditions. For instance, in the Far West two cities out of three report service dollar volume up approximately 8 percent and number of customers up about the same amount, while the third city reports both volume and customers about the same, to slightly up from September.

In the Middlewest, both dollar volume and number of customers are reported as being slightly up over September, but the gain is so small that the dealers reporting hesitated to estimate a percentage figure.

In the deep South and Southwest, however, dealers generally report a falling off of service dollar volume and number of customers of about 10 percent, Dallas showing about a 15 percent gain in dollar volume but having an approximate 12 percent decline in number of customers as compared with September.

In the east coast region again, however, dealers report a dollar gain of approximately 14 percent with a customer gain of about 5 percent. This evidently reflects the additional upping of service caused by the recent first real cold snap of the season.

However, from a national pic-

(Continued on Page 40, Col. 1)

Dealers Attend Service Schools Across Nation

DETROIT.—General Motors dealers throughout the country are participating in a training program designed to aid service salesmen develop methods of helping customers satisfy their service needs and wants.

Also receiving particular emphasis in the program are the basic principles of developing and holding customer good will.

The program has been conducted in New York City, Chicago, Boston, Detroit, Los Angeles and San Francisco during the past few months and is now being presented in towns and cities in surrounding areas to serve local GM dealers and those in outlying districts.

The program grew out of the many requests from General Motors dealers, dealer's service managers and individuals in the service departments of the GM car and truck divisions who recognized the need for maintaining and improving dealer-customer relations. It was planned and designed by the general service managers of the car and truck divisions and their personally selected representatives in cooperation with General Motors Institute staff members.

Participants in the program attend a three-hour session one evening a week for eight weeks. The schools are conducted by General Motors Institute conference leaders.

Crisis in Service Looms As Big ASI Show Opens

Top 21 Service Products In MEWA Survey

As cars and trucks grow older, their service requirements change. For instance, shown below are the rankings of the top 21 parts and supplies, as reported to the Motor & Equipment Wholesalers Assn. by 342 leading jobbers located throughout the 48 states and in six provinces in Canada.

Noted in the 1943 and 1945 ranking are 10 items that were not even included in the top selling products in 1940. Engine parts have swept up from sixth place in 1940 to top sales product in 1945, while spark plugs which took top place in 1940 are now in third.

Here are the top 21 service parts of American jobbers:

Scoring Points		1945 Rank	1943 Rank	1940 Rank
2,026	MOTOR PARTS	1	2	6
1,661	PISTON RINGS	2	3	3
1,585	SPARK PLUGS	3	4	1
1,437	BATTERIES	4	1	4
1,200	ANTIFREEZE	5	5	2
1,198	SHOP EQUIPMENT	6	11	..
1,150	IGNITION PARTS	7	8	9
1,022	BRAKE LINING	8	7	..
934	MUFFLERS	9	6	7
910	FAN BELTS & RADIATOR HOSE	10	9	..
617	PAINTS & LACQUERS	11	14	5
532	BEARINGS	12	10	..
484	TIRES & TUBES	13	16	8
480	OIL FILTERS	14	15	..
405	OIL & GREASE	15	12	10
365	CHEMICALS	16	17	..
318	GASKETS	17	13	..
260	TIRE CHAINS	18	19	..
236	WELDING SUPPLIES	19	20	..
193	LUBE. EQUIP.	20	21	..
87	LAMP BULBS	21	18	..

Same parts ranking among Canadian jobbers:

Scoring Points		1945 Rank	1943 Rank
148	MOTOR PARTS	1	5
130	BATTERIES	2	4
112	SPARK PLUGS	3	2
111	SHOP EQUIPMENT	4	6
86	PISTON RINGS	5	13
72	BRAKE LINING	6	1
63	PAINTS AND LACQUERS	7	3
56	TIRES AND TUBES	8	8
53	CHEMICALS	9	7
44	IGNITION PARTS	10	15
36	ANTIFREEZE	11	11
28	TIRE CHAINS	12	9
26	MUFFLERS	13	12
25	BEARINGS	14	..
25	FAN BELTS AND RADIATOR HOSE	14	16
20	WELDING SUPPLIES	16	..
17	GASKETS	17	17
14	LUBRICATION EQUIPMENT	18	14
14	OIL FILTERS	18	..
14	OIL AND GREASE	18	10
3	LAMP BULBS	21	..

For Safer Driving

Conn. Highway Safety Commission Asks Resumption Of Compulsory Motor Vehicle Inspection

HARTFORD, Conn. — Early resumption of compulsory motor vehicle inspections in Connecticut was urged last week by the State Highway Safety Commission.

A resolution by the commission requested the state commissioner of motor vehicles, with the consent of the governor, "to reestablish the former system of semi-annual inspection of motor vehicles as soon as possible."

It further called upon the state legislature "to thoroughly investigate the possibility of improving the semiannual inspection system by providing permanent undercover inspection stations at convenient locations throughout the state."

Adoption of the resolution followed the presentation of a report by a special committee which estimated that fully one-third of the motor vehicles in the state have defective brakes, wornout tires, unsafe steering apparatus, substandard lights or other "dangerously inadequate" equipment.

"Every single one of these 183,335 crippled cars now racing over our highways are fatal booby traps, not only to their drivers but to the occupants and operators of the state's other 366,671 cars venturing

(See SAFETY, Page 37, Col. 1)

20,000 Expected At Exhibition

Strikes Seen Adding New Back Orders in Replacement Parts

ATLANTIC CITY. — Because of the coal strike, this week's Automotive Service Industries Show and the meetings hold increased interest to everyone engaged in furnishing maintenance and replacement parts to automotive "on rubber" transportation system of this country.

While great inroads have been made on the tremendous bank of unfilled orders for parts of a year ago, by both vehicle factories and parts makers, there are still many items that are very short and would continue to be short even though there had been no strike in the coal fields.

But with a definite loss in the production of steel and other basic material, a goodly percentage of parts production will soon be stopped and America faces another period of an empty automotive maintenance larder that may become even more critical and drastic than at any time during the war.

Even though parts production has been boosted as much as possible this year as materials loosened up, demands reaching in many cases as high as 400 percent over

(Continued on Page 39, Col. 1)

Firm Set Up To Chase Parts For Dealers

OMAHA.—A new service, available to garage and auto men and designed to save traveling expense, long distance charges and time in the locating of parts, has been started here by Monte Beery and L. A. Clapper.

The organization, known as Dealer's Procurement Service, has offices at 513 Karback building, 209 S. 15th St.

Instead of some out-of-town garageman driving to Omaha, going from one supplier to another, paying for gas and oil, hotel and meals, the subscriber dealer can authorize the Omaha organization to act as his proxy to secure the part or parts needed.

Arrangements have been made to pick up parts at an all-night depot and parts can be mailed or expressed directly to the purchaser. The fee for this service is $1 per order or $10 per month.

This is the only known organization of its kind in the United States and response has been very good since its inception, Beery said.

Automotive News
at
ASI SHOW
Booth S807 in Show
HOTEL TRAYMORE
on the Boardwalk

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XUM

Rebuilding on the Line

Quantity Production of Motors Attained By Heywood-Brunmark

WORCESTER, Mass.—Four hundred members of Ford Motor Co.'s Parts and Service Manager's club met recently at Heywood-Brunmark Motor Co., 301 Shrewsbury St.

Foremost attraction was the Worcester company's production line setup for rebuilding Ford motors. This plant, equipped with machines most of which were built by local men, rebuilt 4,000 motors in one year during the war. The machines and tools are patented and used exclusively by Heywood-Brunmark.

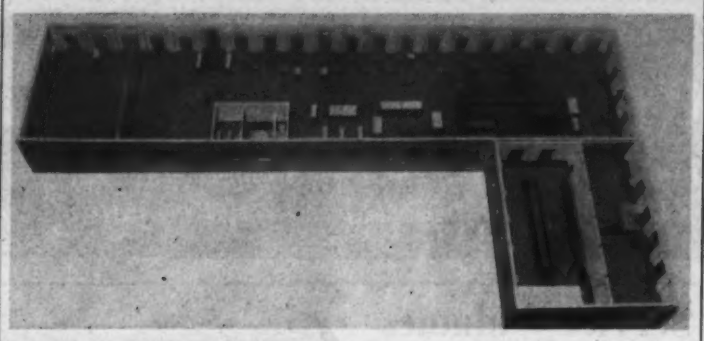
Guests included C. J. Fournier, manager of the service division, Ford Motor, Dearborn; H. M. Strout, district manager, Ford, Somerville, Mass., and the following other Ford representatives: Ronald Rowan, assistant district manager; Roger Cuttler, service supervisor; Emil Duquette, plant manager, and William Morrison, stock superintendent.

Officers of the club present were R. J. Watson, Lowell, president; Frank Healey, Lawrence, vice-president; W. T. Wollof, West Roxbury; James Sheridan, Newton, and Harry Lucey, Worcester, of the executive committee.

Trailer Plant Planned in Ariz.

PHOENIX, Ariz.—A plant for manufacture of heavy freight trailers and semi-trailers, on which a newly-patented type of spring will be used, will be opened here early next year by Canady-Wiley Mfg. Co., Inc.

Buel Canady, for many years with the Santa Fe railroad, is president and general manager; C. J. Wiley, a former railroad engineer, is vice-president in charge of developments, and P. H. Brooks, former assistant Arizona attorney general, secretary-treasurer. The patent consists of an auxiliary spring mounting on the outside of the wheels for use on trailers and trucks.



A QUARTER INCH SCALE, wooden model of the new structure to be built to house a modern production line for rebuilding Ford motors at Heywood-Brunmark Motor Co. (Ford), Worcester, Mass. It supplements present facilities which rebuilt 4,000 motors in one year during the war.

Rotameter's Name Now Flowrator

HITHORS, Pa.—Fischer & Porter Co., manufacturer of variable area type flow metering instruments heretofore called Rotameters, has adopted the trademark name Flowrator to designate the product.

Want to buy or sell new or used cars? Classified Want Ads see inside back cover? will solve your problem. ☞ Want Ad Dept., inside back cover.

Lighter, Car Fan To Get Play at Casco Exhibit

BRIDGEPORT, Conn.—Star of the auto accessories display of Casco Products Corp. at the Automotive Service Industries convention at Atlantic City is its new automatic popout cigaret lighter.

Casco is one of the country's leading manufacturers of auto accessories which are developed for added driving security. The popout lighter which has been designed for safety and convenience is now being used as special or standard auto equipment in nine out of ten new cars now rolling off assembly lines of leading auto manufacturers, the firm states.

It is estimated that the prewar version of this cigaret lighter was fitted in over 15 million automobiles in the United States.

The Casco convention exhibit will be 30 feet wide and 10 feet deep. It will include the novel counter and window display cards which have been created to help automotive dealers build sales. Based upon tested merchandising ideas, these sales promotion pieces include complete popout light units as well as heating elements for part replacement sales. The new streamline auto fan which is being manufactured by Casco also will be shown.

The exhibit will serve to dramatize the novel and practical working features of the new automatic accessories. Fitted with a special thermostatic unit which ensures long service even under daily use, the cascomatic auto lighter has a chrome wire to provide a fast light.

Wis. Road Projects Hit $13 Million

MADISON, Wis.—With the first postwar construction season nearing its close, the state highway commission has contracted for about $13,000,000 worth of new main road construction in the state this year, it has been estimated.

The figure is not the total projects' worth, it was explained, being exclusive of right-of-way acquisition and surveys and plans costs. The total, however, is considerably larger than many of the road builders of Wisconsin had expected in view of the tardy beginning of the construction season last summer.

Pa. Dealers Approve Inspection Periods

HARRISBURG, Pa.—(UTPS)—The poll among Pennsylvania Automotive Assn. members concerning present inspection dates indicates that the majority of dealers desire no change, Claude S. Klugh, manager, said last week. The current semi-annual period opened Nov. 1 and continues through Jan. 31. The other runs from May 1 to July 31. All returns, including suggestions, will be studied by the PAA Inspection committee meeting which was scheduled for the latter part of the week in Harrisburg. The committee will also formulate the PAA's inspection program for the coming year.

Fairbanks Elected

Harold G. Fairbanks, who was appointed last August to fill a vacancy on the board of county commissioners for Sullivan county, N. H., was renamed to the post in the recent election.

Rear-Door Lock

Will Keep Children In, Inventor Claims

CLEVELAND.—A new lock to close rear doors on automobiles has been patented by John E. Gilbert, methods engineer at Clark Controller Co.

The lock shuts the door so that children and adults cannot fall out. Control of the lock is made by an electrical device from the dashboard. Gilbert declares that automobile manufacturers have told him they would not use the new invention until public demands call for the lock. As a result, negotiations are under way with a Cleveland manufacturer whereby the product can be sold at gasoline stations and supply stores.

To install the lock, a hole is drilled through the pillar between the front and back door and a steel tube is inserted. When the front door is open a latch can be thrown which pushes a steel rod into a hole in the rear door. Thus, while the front door is closed the rear cannot be opened.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

VEEDOL MOTOR OIL

Improved Veedol Motor Oil Is Backed By . . .

65 years of successful merchandising and outstanding refining skill . . . and every drop of Veedol comes from the Bradford district of Pennsylvania — where the world's finest crude is found. There's a fact worth remembering!

Today's Veedol, containing a new ingredient, assures oxidation resistance, and checks formation of harmful corrosive acids.

Help your customers enjoy cleaner, smoother-running and better-protected motors with Veedol's "Film of Protection" and at the same time increase your profits by selling and recommending improved Veedol Motor Oil.

100% Pennsylvania Now Better-Than-Ever!

Made by the World's Largest Refiners of Pennsylvania Oil

TIDE WATER ASSOCIATED OIL COMPANY

TIDE WATER ASSOCIATED OIL CO.

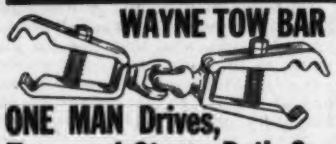
New York — Tulsa — San Francisco

Detroit — Chicago — Indianapolis — Atlanta

Minneapolis — Kansas City

These New Items SAVE ✓Time ✓Work ✓Money

WAYNE TOW BAR

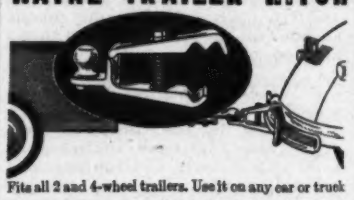


ONE MAN Drives, Tows and Steers Both Cars

- Attaches to any bumper, center or off center, including knee-action models.
- Towed car follows perfectly over any road, around corners, cannot swing out in traffic. Absolutely safe.
- Steering wheel of towed car remains unlocked and unattended. Ideal for 4-wheel trailers.
- Slickest thing you ever saw! Your money back if not satisfied.

ORDER DIRECT . . . ONLY $17.45 F.O.B. Factory. Retails at $25.95

WAYNE TRAILER HITCH



Fits all 2 and 4-wheel trailers. Use it on any car or truck bumper, or tractor. Can be used with or without ball joint. Just unscrew ball joint and use pin or bolt. All steel, guaranteed. If bent or broken, we will replace Free.

ORDER DIRECT . . . ONLY $7.50 F.O.B. Factory. Retails at $9.98

HANDY ANDY SCOOTER

MANY USES IN GARAGES . . . HOMES . . . SERVICE STATIONS

Move your tools without lifting them! Makes handy seat or parts rest. All-steel electric - welded utility drawer. Strong . . . withstands 1,000 pounds. Size 10"x12"x11" high.

ORDER DIRECT . . . ONLY $5.95 F.O.B. Factory. Retails at $7.95

CAMPBELL'S GARAGE CAR HEATER

For easy winter starting. Save cars' battery and motor. Plug in any light socket. Place under hood.

Automatic heat control, adjustable. 6 ft. cord. Fast seller now!

ORDER DIRECT . . . ONLY $5.95 F.O.B. Factory. Retails at $8.95

WAYNE HUB CAP REMOVER

GIVES TIME!

One flip of handle and hub cap is off! Prevents battering hub caps and chipping wheel paint. Heavy steel, rust proofed. Retails at $1.35. GUARANTEED.

Lots of six — $4.50, F.O.B. Factory

SEND IN YOUR ORDER TODAY

H. D. CAMPBELL CO.

355 6th St., Rochelle, Illinois

Dealers tell me

By John O. Munn

(Continued from Page 3)

responsiveness at every touch of the accelerator.

* * *

Chic Little Eve In the Sunlight

"'THE Inside Story of Adam and Eve' is filled with adventure. It will take you to turbulent rivers filled with tumbling logs—thriving cities on beautiful bays—scenic vistas, surf-bathing, swimming, riding, deep sea fishing, and the romance of the Spanish Main.

"You will see that chic little Eve, wearing sheer stockings in the sunlight that give a reflected loveliness in the very way she walks and holds her head. She is lithe and splendid, touched with a happy craving that will not be denied. She is going to the place where fairy tales come true. Truly, she is the 'Golden Girl From Somewhere.'

"You'll see Adam at 3 o'clock in the morning, leaving out across Sarasota Bay for the tarpon banks and action. And then, the round, red sun sinking slowly into the opal colored waters of the Gulf of Mexico.

"Ned Jordan has certainly crossed the wild and the tame. He tells us how a great advertising man pulled painted white beds out of the cast iron category and made them into a symbol of the five great facts of life—birth, beauty, rest, marriage and death.

"'The Inside Story of Adam and Eve' teaches one how to see new things and get better acquainted. It will make you feel like you are some wonderful someone with a charge account with Abercrombie and Fitch.

"Ned Jordan is right when he says in his book that good advertising capitalizes the asset no competitor may claim. He is further right when he states that Henry Ford II would capture more prestige with this advertisement than 10 ordinary ones:

"My grandfather says the new Ford is the best one that ever bore his name.

Henry Ford II"

Kellett Forms Firm

The Kellett Motor Co., Inc., Sikeston, Mo., has been incorporated with $100,000 authorized capital stock by **Ernest S.** and **Royal L. Kellett** to operate an automobile dealership.

Six New Lights Added to '47 Line by Grote

MOORESTOWN, N. J.—Grote Mfg. Co., Inc., automotive sales division, announced last week the introduction of six new 1947 automotive lighting accessories, with shatterproof lenses and engineered for heavy-duty use.

The products are: Universal type stop and tail light; a Grotelite reflex lens, adapter bracket for universal installation, illuminating license lens of clear molded plastic, and black enamel finish.

Stop and tail light, a replacement for two-inch bolt center spacing or ideal for original equipment, with Grotelite reflex lens.

Streamline marker or fender lights. Rubber mounting pad for universal fit or flat, medium or deep curved surface, with red, amber or clear one-piece Plexiglas lens.

Armored clearance lights of heavy one-eighth inch steel housing, special aluminum finish, and shatterproof Plexiglas lens, providing visibility far exceeding requirements.

Combination stop and tail light and license bracket. Heavy steel license plate holder, spot welded to housing, with installation adjustable to varying bolt centers.

Grote sealed beam fog light with heavy chromium finish and sturdy mounting brackets. Has Mazda sealed beam unit.

Personal Touch

Lone Star Brands Its Workers With Their Names

DALLAS. — An innovation to make more personal the customer contacts in its service department has been put into effect by Lone Star Olds Cadillac Co., Dallas.

The first names or the nicknames of all the employes who have occasion to meet the customers are inscribed in red letters six inches high on their shirt-backs. This informal identification procedure facilitates service performance from both the customers' and the shop personnels' standpoint, Dick DeSanders, member of the firm, reports.

This large dealer-distributor concern, which DeSanders said has expanded from a prewar customer labor sales volume of $8,000 to $12,000 to a current volume of about $38,000 monthly, found that in its expansion it had necessarily been losing some of its familiarity with the customers and has successfully recaptured some of this "at home" environment by this personalized touch.

A PARTS MERCHANDISING BAR in an alcove between the sales and service quarters is one of the features of an extensive remodeling project by the Motor Inn Garage, Abbotsford, Wis. This Studebaker dealership is headed by H. W. Wepfer.

K-F Service Class Sets Record

WILLOW RUN, Mich.—Kaiser-Frazer and Graham-Paige reported last week highest enrollment yet at their service school. Thirty-one service managers from dealerships and distributorships in 14 states signed up for the two-week course.

Started last May, the classes have averaged 25.

West Kentucky Formed

West Kentucky Motor Co., Paducah, Ky., has been incorporated by **Melvin H. Cornillaud, Lannes Sharpe** and **D. C. Morgan,** all of Paducah.

For 'Heavies'

Upholstery Developed For Big Vehicles

NEW YORK.—New plastic upholstery, especially designed for heavy-duty transportation seating, is now being made by United States Rubber Co., it was announced last week.

The material, known as Heavy Duty Naugahyde, was said to provide extra bulk for greater durability and more luxurious appearance. It is available in a variety of colors.

Since it is 50 inches wide and put up in rolls 50 yards long, the company said, seat patterns can be laid out satisfactorily in any direction over the entire area. Advantages claimed for the upholstery are long wear, outstanding abrasion resistance, and excellent flexing and tailoring properties.

Directs Dime Drive

William H. Sadler, Little Rock, Ark., president, Sadler-Ross Motor Co. (Plymouth-Dodge), and chairman of Arkansas Highway Commission, has been named state chairman of the 1947 March of Dimes campaign.

How Much
does your driver's cup of coffee
COST YOU?

Trucks parked by wayside restaurants are familiar sights all along America's highways. Tourists have come to take them as signs of a good place to stop for a snack . . . But truck fleet owners and maintenance managers know that, much more often, they mean that the driver has been forced to stop because of dangerously over-inflated tires. There is no need to tell you of the costliness of these too-frequent stops to allow tires to cool off or while the driver "bleeds off" excess pressure.

There is, however, BIG NEWS for you in the fact that now all these stops can be eliminated! Yes, the sensational new Pressure-Stat automatically does away with the over-inflation menace. With Pressure-Stat installed on your truck tires you will keep your trucks rolling steadily throughout the longest haul and add to the life of your tires . . . in addition to greatly increasing the safety factor of your trucking operation.

Pressure-Stat is a precision-built device, scientifically designed and engineered to prevent any air escaping through the valve below a pre-determined pressure and to maintain that pressure at a maximum by automatically releasing any excess.

Pressure-Stat weighs less than an ounce and may be installed on the valve stem of any tire in a few moments without the use of tools. Pressure-Stat is equipped with a conventional replaceable valve core and tires may be inflated without removing the device from the valve stem. In fact, with Pressure-Stat installed it is unnecessary to use a tire gauge to determine when the tire is correctly inflated. It is instantly removable for tire changes.

Pressure-Stat has been thoroughly tested by independent trucking fleets and is sold with a money back guarantee. Write today for detailed information about Pressure-Stat.

Pressure stat
AUTOMATIC SAFETY VALVE

MANUFACTURER'S AGENTS — ATTENTION!
Several desirable territory franchises are still available. Correspondence with established manufacturer's agents in the automotive field is invited.

RICHARDSON REGULATOR, INC.
4712 CHENE • DETROIT 7, MICH.

Chrysler's Webb Sees Advances In Batteries

CHICAGO.—Automobile batteries of the future must be designed to start a car satisfactorily at 20 degrees below zero in order to take the hazard out of cold weather driving, E. F. Webb, accessory engineer of the engineering division, Chrysler Corp., stated before the fall meeting of the Assn. of American Battery Manufacturers last Friday at the Palmer House here.

Speaking on the subject, "Cold Weather Operation of Storage Batteries," Webb explained that information obtained from wartime experiences of operating vehicles in extremely cold weather can now be applied to the improvement of cold starting characteristics of peacetime vehicles.

One of the ways in which it was found possible to improve the cold starting characteristics of batteries used in Army equipment was by increasing the capacity of the battery.

"This would normally be done by adding to the size," he explained, "but because of the limited space available for batteries in present day vehicles, it became necessary to secure additional capacity within the same exterior dimensions by crowding more plates into the existing case. This may require thinner plates, thinner separators, reduction of sediment space and watering space."

THE NEW STEWART-WARNER wheel balancer display at the ASI show. The giant wheel rotates, the indicator on the panel moves back and forth, and the wheel at the left can actually be balanced. It was designed by Ted Palmer, left, and Al Grey.

Alemite Book in Spanish

CHICAGO.—A catalog printed in Spanish and covering Alemite lubrication equipment and accessories has been issued by the Alemite division of Stewart-Warner Corp., Chicago.

Just Among Dealers . . .

(Continued from Page 3)

merce, and for hobbies enjoys golf as well as riding and trotting horses.

* * *

FAUST H. BOYD (Chevrolet), Ashton, Ill., born Sept. 22, 1886, in Mendota, Ill. He became a mechanic in 1903. Ten years later he signed a Kissel contract followed later by Dodge, Overland and Ford. He has handled the Chevrolet contract exclusively since 1926. He is the past president of the Lee County Automobile Dealers Assn., and the Ashton Civic Club. He served for 25 years as secretary of the Board of Education and is interested in photography and music, having made freelance movies for MGM. He is interested in antique automobiles and possesses a 1912 Hupmobile and a 1918 Reo truck.

Faust H. Boyd

* * *

WILLIAM H. NICHOLS (*Pontiac*), *South Bend, Ind., born Jan. 8, 1876, in North Manchester, Ind. He has passed his seventieth birthday but is still active and enjoying business. He is now promoting, as the eighth term president of the South Bend-Mishawaka Dealers Assn., a radio and newspaper public relations campaign for the automobile dealers in that territory. In 1904 he started building automobiles on his own account, complete with frames, transmissions and engine. During the war he manufactured parts for the Bendix Corp.*

W. H. Nichols

* * *

ROY C. DAVIDSON (Ford), Boise, Ida., born Aug. 14, 1894, in Rowena, Neb. He signed his first contract with the Ford Motor Co. in Oakley, Ida. His capital at the time was $500 and he delivered 20 units during the first year. All cars had to be driven from Salt Lake City across the Utah and Idaho deserts, approximately 200 miles. In 1918, he sold his dealership at Oakley and signed another Ford contract at Burley, Ida. In 1934, he purchased the Bryant Motor Co. at Boise, owned and operated by H. H. Bryant, brother-in-law of Henry Ford.

Roy C. Davidson

* * *

HUGH W. DIEHL (*Ford*), *Bellingham, Wash., born Sept. 19, 1880, in Mattoon, Ill. In 1908 he signed a contract with the Ford Motor Co. and established his present Ford dealership. He has the original contract still on file. In his showroom is a Model S roadster, duplicate of his original demonstrator. He is serving as a director in the local bank and the YMCA and is active in the Rotary Club.*

Hugh W. Diehl

* * *

MONTE MANSFIELD (Ford), Tucson, Ariz., born Dec. 2, 1894, on the site his Ford business occupies. His father, a real Arizona pioneer, rode to Tucson on a buckboard in 1869. In 1914, Monte started his Ford dealership. From a small beginning it has grown until now he plans a building on E. Broadway with a floor space of approximately 27,500 square feet. He has served as the president of the Tucson Chamber of Commerce, Arizona Pioneer Historical Society, Tucson Sunshine Climate Club, Old Pueblo Club, Arizona Automobile Dealers Assn., Tucson Motor Trade Assn., Arizona Automobile Club, and Tucson Kiwanis Club. He is a member of many other organizations. In 1938, the Arizona Daily Star conducted a poll and Mansfield was selected as the most useful citizen in the community.

Monte Mansfield

—JOHN O. MUNN

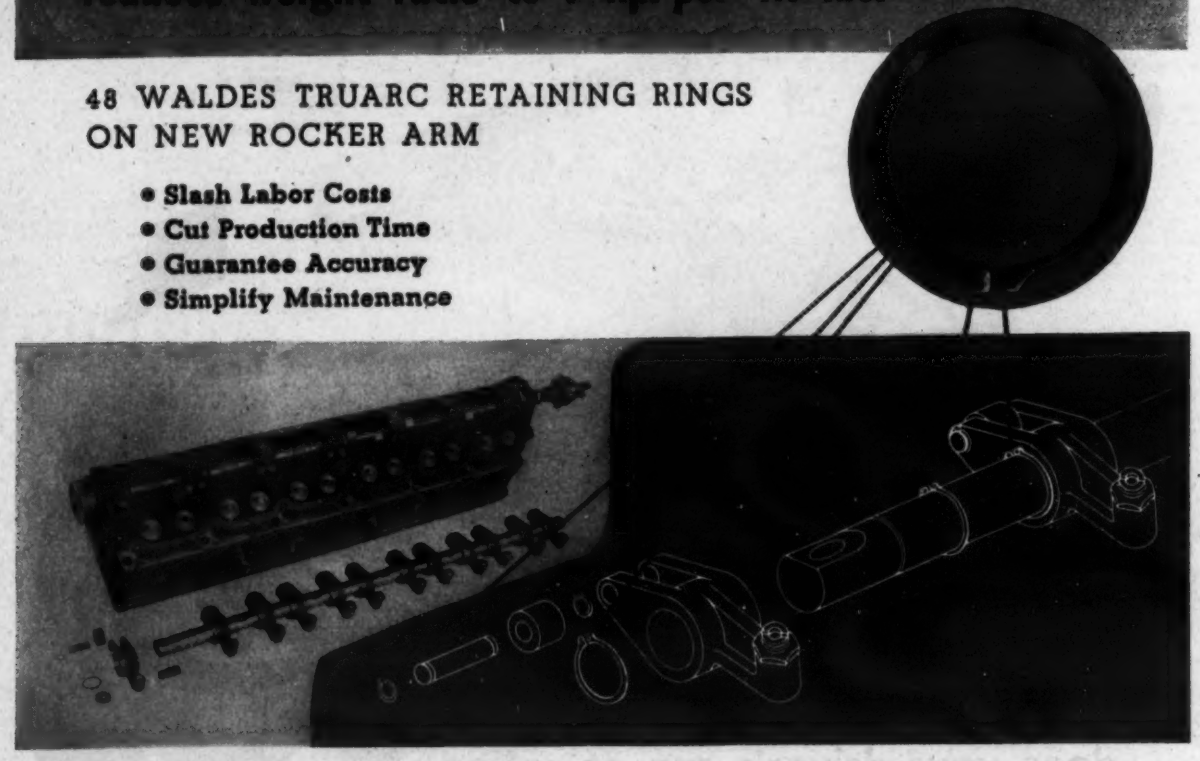
Short Heads C. of C.

A. L. Short, owner of Short Motor Co., Arkansas City, Kan., has been elected president of the local chamber of commerce.

Twin Coach uses Truarc Rings on new bus engine—reduces weight ratio to 1 hp. per 4.7 lbs.

48 WALDES TRUARC RETAINING RINGS ON NEW ROCKER ARM

- Slash Labor Costs
- Cut Production Time
- Guarantee Accuracy
- Simplify Maintenance



"WE'VE FOUND TRUARC A NATURAL FOR AUTOMOTIVE APPLICATIONS!" reports Twin Coach Company, of Kent, Ohio. Their new Fageol Twin Coach engine uses a total of 52 Waldes Truarc Retaining Rings—48 on rocker arm, 4 on water pump and oil pump drive—to develop the remarkable efficiency of 1 hp. per 4.7 lbs. (the average pre-war gasoline bus engine produced 1 hp. for each 9 lbs., diesel engine 1 hp. for each 10 lbs.)

Automotive designers are specifying Truarc rings in transmissions, clutches, brakes, steering mechanism, and other vital assemblies. Production and maintenance men find that Truarc cuts costs sharply, is a superior solution to fastening problems because of its never-failing grip, its patented design assuring constant circularity. Send us your drawings; Waldes Truarc engineers will be glad to show how Truarc can help you.

Visit Truarc Booth • Power Show • Grand Central Palace, New York • December 2-7

WALDES TRUARC RETAINING RINGS

WALDES KOHINOOR, INC., LONG ISLAND CITY 1, NEW YORK

Waldes Kohinoor, Inc., 47-10 Austel Place 14-1
Long Island City 1, N. Y.
Please send Catalog No. 4 on Truarc Retaining Rings to:
Name_____
Title_____
Company_____
Address_____
City_____ Zone_____ State_____

Dealer Merchandising

Action in Displays Puts Showmanship Right in Retailer's Shop

No. 2 of a Series

While service is the leading item a car dealer has to sell today, when competitive selling arrives again it means a return to showmanship in selling not only service but new cars, accessories and parts.

Most car dealers are well aware of showmanship and display in their salesrooms. They employ dramatic lighting; they use turntables; they resort to flashing colors and attractive signs, to use of "mystery," and open houses and letters of invitation.

The need for action in displays in the front showcase is obvious; the need in other parts of a dealership is among the "forgotten arts." Take the service department, for instance.

In spite of the fact that service is a necessity to the car owner, he doesn't like to buy service any more than he likes to buy soap, or shoes, or pay taxes. Service has to be sold to the owner before he is willing to buy as much as he actually needs; and selling needed service can be promoted by showmanship.

Most customers buy service—or think they do. If by suggestive selling you can convince them of things they need, they'll buy in greater quantities. Especially is that so if goods or services appeal to them. That means that service must be made so attractive to the owner that he wants to buy—not only what he needs, but that he wants to buy it from you.

The usual trouble is that a car owner normally doesn't know all of his service needs. And he doesn't know you can supply all those needs. Therefore, you must do something — dramatize your goods and services—so as to impress him. That calls for displays and for demonstration.

When you mention "display" to some dealers, they can think of nothing but accessories, banners and oil cans. Displays should feature what you want to sell. If you display your service and your ability to serve, you sell it. Accessories parts and the like can be displayed, but so can anything that can be sold. Not all displays are eye-stopping or attention-arresting.

Some lose their punch because every service station has them, or uses them in the same way. Any display is made more effective when presented with a new twist. Look for the unusual—something different — to catch attention and compel action. When every circus had an elephant, P. T. Barnum whitewashed his, so he could advertise that only P. T. Barnum had a white elephant.

Experience Record Displays

How about, for instance, impressing service customers with the combined record of employment of service repairmen? How about, in the interest of showmanship, posting the name of the service man in charge on a name card suspended from the ceiling or on a prominent post? Why not include the date the service man started working for you, to indicate he is an old employe and a faithful one?

That's showmanship.

Or how about an "experience" display board listing all your employes by name, along with the number of years they have worked for you?

Your most valuable asset is the experience and ability of the men you have. Experience builds owner confidence. Capitalize on your manpower. The car owner looking at an experience record board will know he is getting expert service by men fully qualified by years of experience.

Seasonal Displays

The purpose of any display is to sell. That means to sell now. Leaving seasonal displays up after the season is over is useless and even a drawback to sales, because owners will lose confidence in any displays. Bug-screen displays and seat cover setups still exhibited in midwinter, or antifreeze and winter oil displays still up in midsummer won't help sales in those months.

One of the simplest ways of putting a new twist to an old idea is to put light on it. Focus a bright light on a piece of equipment or an old display and it takes on new life. If something has a spotlight on it, you'll keep it cleaner because the display reminds you as well as customers of its existence.

How can you put action into displays? Well, there's the worn-parts display, which always has been effective. On a neat, clean table, you set up worn parts which serve as examples of the need for service. Such a display might include a deteriorated hose connection, broken or pitted wheel bearings, worn and scored pistons and rings, burnt and warped valves, an engine block with scored cylinders(possibly cut away to show clogged cooling passages), a section of clogged radiator core, worn brake shoes, scored brake drums, and a dozen other items.

Dramatizing Oil Filters

As for oil filters, did you ever hang a new and a used filter on a beam scale? A piece of strap iron or section of wood suspended in the middle will serve as the scale. The clogged filter will naturally be heavier and will be a vivid reminder to change the oil filter unit. The same effect can be reached by suspending a new filter and a clogged filter on identical coil springs, such as are used for screen doors.

A hot water heater can be demonstrated by hooking it up to the steam or hot water line used for heating the shop. The heater should be located near the cashier's window or desk, in such a position that floor traffic will have to pass in front of it. With the blower turned on, the blast of hot air will attract the car owner as he passes. A few ribbons waving in the outgoing air blast will also attract attention. Such a display does more than half the job of selling for you.

Fog lights, set on a stand, offer a dead appeal, but if you hook the lights to a battery and install a flasher in the line, so that the lights go on and off alternately, the display is given action and attracts attention. Adjustable spot lights can be mounted on a display stand so that the prospect can twist them, turn them, and flash the lights on and off. Give your customer a chance to operate the light, as he would in his car. Demonstrate the flexibility and ease of control.

Selling 'Coolness'

In summer time, if you want to sell the coolness of seat cushions, why not put a fan behind the cushion and let the air pass through the cushion to blow some ribbons attached to the cushion back?

Lights that light, heaters that heat, radios that play, horns that blow, all demonstrate the use of the accessories, and all make the owner realize what he is actually buying.

In regard to accessories there is an old piece of sales psychology in permitting the customer to handle the goods. If he can feel it, touch it, and work it, he begins to get a sense of ownership. Toy departments sell that way. Desire is built up not only for something the owner wishes he had, but for something he has had, if only for a moment.

Signs serve as reminders and help to sell, too. How about a neat row of signs, each naming a service operation and the price, serving to remind customers of brake checking, motor tuneups, wash and polish, lubrication changes, and other services. And soon the old "special" may again be required. Don't say just "motor tuneup"; list all the items included in the tuneup. And feature the price prominently.

Plan displays to show results (the improvement in appearance, comfort or convenience), methods (how the advantages are obtained or the work done, demonstrating value), and use (the pleasure or conveniences of operation). Bring demonstration into your showmanship and action into your displays. Then you won't have to sell; your customer will buy.

New Unit for Mitchell

A new prefabricated warehouse has been completed for the Mitchell Chevrolet Co., Detroit Lakes, Minn. The material was purchased as surplus property from the U. S. government, having been used formerly as quarters for the Army.

HERE is a portrait of one of America's greatest salesmen... the Fire-Chief hat, familiar trade-mark of Texaco Fire-Chief gasoline.

This famous trade-mark is featured in striking Fire-Chief advertisements running *regularly* in the nation's leading magazines. And *two* great coast-to-coast radio programs — plus billboards all over America — also sell Fire-Chief to car owners everywhere.

To put this trade-mark to work *locally*, Texaco makes available to its dealers toy Fire-Chief helmets imprinted with the dealers' names. Youngsters love these hats and wear them wherever they go. Just one more example of Texaco's localized follow-through for its dealers . . . another reason why *Texaco Dealers are busy dealers!*

THE TEXAS COMPANY

TEXACO REG. T.M.

A Great Line-up for TEXACO DEALERS

Sky Chief and FIRE-CHIEF GASOLINES
HAVOLINE and TEXACO MOTOR OILS · MARFAK
CHASSIS LUBRICATION · REGISTERED REST ROOMS

Tune in: TEXACO STAR THEATRE presents the new Eddie Bracken show every Sunday night.
METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspapers for time and stations.

V 2 3 0 5 7
DEC 9 46
XUM

Alemite Debut

Local Exhibitions of New Models Set For Local Showings This Month

CHICAGO.—What is described as the largest assortment of new lubrication service equipment ever introduced at one time, including the first new models of matched units since 1940, has been announced by the Alemite division of Stewart-Warner Corp.

Initial showings of key items are scheduled at regional conventions of Alemite distributor sales groups throughout the country during December. First trade showings will be at the Automotive Service Industries show at Atlantic City, N. J., Dec. 8-14.

While the new equipment ranges from individual handguns to six-outlet center-stands from which two cars can be given lubrication service at one time, one common predominant characteristic of all new items, according to Alemite officials, is design superiority over previous equipment. Nor is design superiority limited to either eye-appeal or utility, according to F. A. Hiter, senior vice-president of Stewart-Warner, head of the Alemite division.

"Utility and performance, plus customer-appeal or 'dress-up', have been the goals of our engineers and designers in creating this first truly 'postwar line' of equipment for the automotive trade," Hiter said.

"The fact that we have taken almost a year and a half to build and offer these new lines and items attests the care and the insistence on quality and 'rightness' in every detail, that have gone into their production."

Some of the major items or lines included in the new Alemite equipment are:

Super Deluxe Line—Three matched units, high pressure, low pressure and drain—identical in appearance when closed, comprise the line. The two pumps deliver lubricant from 100-lb. original containers.

Forty-five inches high, of gleaming white enamel with stainless-steel trim, they are 22 inches square at the base. They can be used as portable units or, if desired, bases for stationary installations can be substituted for the casters.

On both the low and the high pressure units, hoses disappear under the lid when not in use. The drain tube telescopes from maximum height to under its lid, also.

All external surfaces of these three units are designed on radii of curves, rather than with planes or corners, and there are no protruding handles, latches or parts when the units are closed.

Center Stands—Three models of center stands or "Alemiters", for stationary installation between two lifts, and requiring but 20 inches of width clearance to provide both high and low pressure lubrication facilities for servicing cars on both lifts simultaneously, are being offered for the first time.

Model 7260-V has three reels and outlets each end, with the three pumps (one high-pressure, two low) delivering lubricant from 100-pound original containers in the center section.

Both high-pressure lines are served by one pump; the low pressure pumps serve one line each. Air and water are handled with the two remaining reels and bases. Additional reels can be added if material to be handled is piped from units outside of cabinet.

Model 7261-V has all six reels located at one end, while Model 7262-V has but two reels at each end.

Hose Reel Unit: Model 7237A—A single-reel unit, to which lubricant or other material is piped, and to be mounted on ceiling, floor or wall, is a unique item never before offered in the Alemite line. It handles up to 20 feet of high-pressure hose or 15 feet of low pressure, and the case can be elongated by use of accessory panels, tops and bases to "add" reels to the original single-reel unit. This "add-a-reel" feature is said to be an innovation.

Master Line—Alemite's second line of lubrication department matched equipment is this line. Distinctly styled and used either as portable or stationary equipment, it includes high pressure, low pressure and oil drain units, handling lubricants direct from 100-lb. original containers.

Oil Bar: Model 2720A—An oil bar for wall mounting, requiring only 12 inches wall-clearance but providing five metered outlets, offers some innovations in motor oil dispensing equipment. With a length of 51 inches and a height of 36, this oil bar, Model 2720A, combines stainless steel, chromium and white enamel in a unit providing maximum utility and unique "dress-up." Place is provided for a top-sign.

Wall Desk: Model 7168—A write-up desk which can be mounted on any convenient wall space, at any desired height, is another space-saving unit of high utility included in the new Alemite line.

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.

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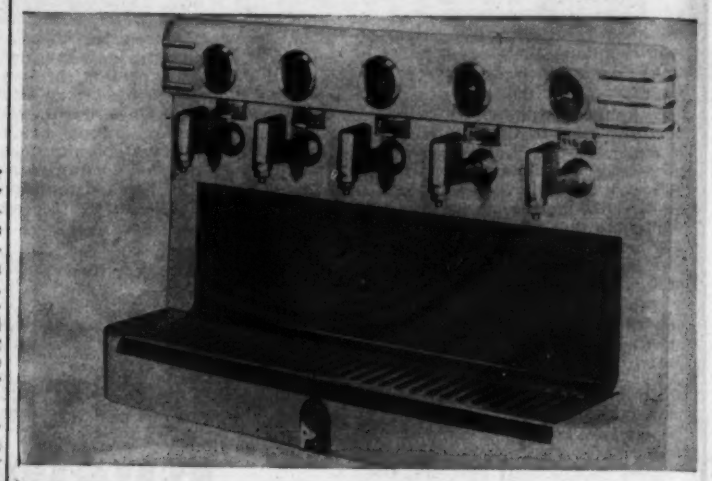

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*"A MAN'S GAME" is the latest in a series of Bear Films designed to help you MAKE MORE MONEY WITH BEAR... JUST RELEASED ARE ALSO "GET THE ANGLES" and "YOU'RE THE DOCTOR", two films that bring you MORE MONEY-MAKING KNOW-HOW! See them . . . *See all the Bear Films!*

Move for Volume Output

Britain's Rootes Group Takes Initial Step To Integrate Production Units

LONDON.—The recent announcement of the closing of London's only car factory marks one of the most significant developments in the history of British motorcar production, according to British auto officials.

This factory, which is owned by the Rootes Group, has hitherto been making the Sunbeam-Talbot. Production of this British car is now to be transferred to the Group's new 80-acre "shadow" factory at Ryton, Coventry.

The importance of this transfer lies in the fact that it is a part of the big standardization scheme which the Rootes Group hopes will help to solve the main problem of British motorcar manufacture, that is, volume production of a wide range of first-quality vehicles.

It is noted that the U. S. motorcar industry, with an assured home market of 4,000,000 yearly, is able to mass produce its private cars and commercial vehicles on a large scale. British manufacturers, on the other hand, have a home demand estimated prewar at only 400,000 new cars a year.

Since the 400,000 potential buyers will be requiring a wide variety of vehicles, of different types, sizes, horsepower, etc., the problem of rationalized production which faces the individual manufacturer in Britain is a lengthy one, it is pointed out.

Before the war Rootes produced 27 different models based on three main engine designs. These cars were sold under the names of Humber, Hillman, Sunbeam-Talbot, Kommer and Carrier. Today that position is more or less the same.

Before the war these cars were built in six different factories. Under the new standardization scheme, however, the various factories will each work as an integral part of one single unit. That is, every factory will take over certain processes in car manufacture.

The Humber-Hillman factory at Coventry will concentrate on the production of units and components such as castings. Production of other components will be allocated to other factories, while the London factory will be converted into Britain's largest motorcar sales and service depot, and will provide a pipeline for all new cars of the Rootes Group for home and export markets.

The Ryton factory, largest of all, will assemble all private cars made by Rootes. (A year ago work had only just begun on reconversion of this factory from plane engine to auto production).

Before the end of 1945, however, the first cars were already rolling off the assembly lines. When complete, the Ryton factory will be the largest motorcar factory in the U. K., with an enclosed area of over 1,000,000 square feet and assembly lines a quarter of a mile long.

Kommer and Carrier commercial vehicles will be assembled at the group's second shadow factory at Coventry.

This rationalization scheme, which is expected to result in considerable economies in production and price, is expected to have very favorable repercussions on Rootes' overseas trade. Another benefit to customers abroad will be the simplification of spare parts supplies, it was said.

Full results won't be seen for perhaps two years, but the Rootes' postwar scheme is essentially long-term. While the group is seeking to achieve maximum output to satisfy the present acute world demand, Rootes officials say their main aim is to build up a permanent overseas market for high quality goods sold at competitive prices.

BEFORE G. H. SIMONSON AND MICHAEL BECK, partners in Service Motors, Inc. (Ford), Fond du Lac, Wis., moved into their new dealership building, they agreed that it should have the latest type parts department. It has brought its reward in sharply accelerated sales.

Safety

(Continued from Page 31)

on the same highways, and to all pedestrians in the state," the committee report declared.

Thomas D. Hanley of Norwich, who presented the committee report, said there had been 16,789 motor vehicle accidents in Connecticut, causing death to 167 persons, injuries to 8,808 others and estimated property damage of $2,883,250, in the first nine months of the current year. He said this represented an increase of 39 percent in accidents, 40 percent in persons injured, five more deaths and an increase of more than $1,000,000 in property damaged compared to 1945.

"Far out in front of all other causes of accidents was defective equipment of present-day automobiles," he said. "There were 25,510 such defects detected by the State Motor Vehicle Department inspectors making spot checks on cars and drivers."

Hanley noted that the inspection lanes were discontinued in 1942 because of war conditions and that it has been difficult to procure necessary equipment and personnel to reopen the lanes. He estimated that inspections could be resumed on the former basis of a 25-cent fee, "with only a small annual deficit."

He also said that some of the faults of the former inspection-lanes system could be corrected through establishment of permanent undercover stations. This plan, he added, would require legislative action and, perhaps, a 50-cent inspection fee.

Backshop . . .

By *Jack Weed*

(Continued from Page 31)

motive life with whom I compare notes every once in a while just to see that none of us misses anything that is going on anywhere in the industry.

Of course the publisher will be there, and I expect Boss Slocum to buy me sundry shore dinners just so that he can drag me out of the dizzy whirl for an hour or so at a time. One can't consume a bucket of steamed clams and a three-pound lobster in any less than an hour and do them justice.

Gourmet or gourmand? you ask. Well, I'll answer to either if there are steamed clams and baked oysters and broiled lobster in sight.

* * *

LATER ON IN the week I will no doubt meet up with the service executives of the various car and truck factories, who aim to gather on the boardwalk about Wednesday night so that they will be ready to invade the show Thursday morning bright and early. They have been invited for the last three days—the show is closed to all but jobbers and manufacturers, who are members of the sponsoring association, for the first three days.

The factory boys can't pass up this show—at least not this year—for here they will see for the first time the new things that have been brought out to simplify service shop operations and make them more efficient. Also they will be able to visit with the parts producers.

* * *

BILL RANDOLPH, executive secretary of the West Virginia dealers association, who has started to get out a business advisory service bulletin for his dealers, steps right into the biggest problem dealers have facing them today when he says in his first issue:

"Automobile dealers are responsible for driving away the very type of business which kept their doors open during the war. Dealers allowed themselves to become sidetracked and concentrated their major attention to selling cars. The service department was just a 'necessary evil' to be tolerated during the days prior to 1941 . . . The dealer who intends to be successful and stay in business in the future must alter his attitude toward his establishment at once. He must not think of himself as a seller of automobiles or trucks, but he must consider his place of business as a *Department Store of Transportation.*"

How right Bill is!

* * *

UP AT THE Minnesota dealers association meeting a couple of weeks ago, at least three of the prominent men who spoke to the dealers of the Northwest pointedly brought out two things: that dealers are fast losing the great goodwill that the public gave them freely in the early days of the war, and that the greatest need in the retail end of the industry today is that of public relations.

As Bill says in his bulletin:

"People are human.

"Car owners are people.

"They wish to be treated courteously and their wants attended to efficiently. They will not patronize the establishment that measures up short."

Bill surveyed 30 metropolitan automobile dealers in West Virginia to determine the extent of the service business enjoyed by these firms.

He found that the majority of the dealers reporting *could* take care of an increase of work in their service departments. A few dealers reported an actual falling off of traffic through their service establishments.

* * *

AUTOMOTIVE NEWS has made several surveys recently on the same subject to check spotty rumors that service volume was falling off when such national organizations as the AAA report that service jobs have increased at least 20 percent in number during the past year.

The average dealer's customer labor has increased about 20 percent since 1941. His parts and sales have gone up correspondingly.

But nearly 20 percent more service stations have come into operation during the past two years or so, and each is doing some service business. The answer seems to lie in figures just given out of a survey made on car owners by the *Philadelphia Evening Bulletin* on where car owners took their cars for repair.

Only 27 percent took their car back to their original dealer for major service—only 16 percent for minor service.

Only 7.8 percent took their car to another new car dealer for major service, and only 5 percent patronized another dealer for minor service.

To figure what you are losing in your own community, multiply 62.9 percent of the cars owned by $50 for major service jobs and 75.4 percent of the owners by $3 for minor service. The answer will make you feel like a piker.

The answer, of course, is better merchandising of your service.

* * *

AND THAT starts out with better customer relations, better public relations and a little more time spent in the shop to see that your "department store" customers are being treated as you like to be treated when you go to another merchant to buy a suit or a pair of shoes.

People are human.

Car owners—your customers—are people.

And you should be a merchant if you intend to stay in business.

The only difference between horse traders and car traders is the kind of an establishment they do business in.

* * *

BEING A MERCHANT, there is another phase of your business that should be getting some of your attention right now, and that is your parts inventory.

During the last few years when parts have been scarce, most dealers bought what they could get in as large a quantity as they could get. This has led to badly unbalanced stocks in many dealerships.

Now is the time to balance those inventories before the ready market for slow-moving stuff wanes—and while you can still sell at list prices the parts for older cars that in normal years would have been in the "tear down" yards long ago.

Months pass fast in these troubled times and a year from now those almost forgotten parts that are in good demand may be worth only their weight in metal. Have your parts men dig into the backs of the bins and clean out all the corners. Brush the stuff off—it might go a long ways towards paying your income tax. Who knows?

I'll bet you don't.

* * *

THE Engine Rebuilders Assn. has had a unique development of an engine rebuilding "Shop Operations Manual." It has consisted thus far of 10 bulletins on practical shop practices, and each bulletin was prepared by one of its own members under the direction of a manual committee.

According to letters from members to the home office, the manual has been one of the most valuable services ever rendered the membership and is going to be continued by the same procedure. In the future, however, the manual is going to be kept up-to-date and amplified with supplements by contributions and recommendations from the membership as a whole.

The subjects that have been treated thus far include: Developing a suitable yardstick for the future; receiving, checking in, identifying and dismantling complete engines; cleaning, inspecting and listing the bill of material; regrinding of crankshafts; connecting rod, cylinder reconditioning and valve work; cylinder sleeving, procedure of installing over-size pins in old pistons and bushed rods, procedure for piston grinding and align boring and other crankcase bearing work.

Goodwill Aim

Henry Urges Courtesy To Customers

In a release to his employes recently, J. E. Henry, president of Wilkie Buick, Inc., Philadelphia, Pa., cited the importance of good customer relations and called upon his personnel to show the same courtesy to customers that they themselves would appreciate if the situation was reversed.

As an additional medium for promoting good customer relations, Henry recently undertook sponsorship of the Villanova college football broadcasts over station WPEN, Philadelphia.

FOR SAFE DRIVING (and More Sales) Sell all 3

SPLASH . . . They need a washer

At the touch of a button the Trico Windshield Washer squirts the glass with two jets of water. A swing or two of the wiper blades completes the cleaning job. Every motorist needs one. Easy to install.

STEAM and FOG . . They need a fan

Removes steam and condensation from the inside of the windshield. Helps prevent ice formation on the outside. A wonderful aid to safer driving in any season and any climate. Trico Fans are furnished with universal attachment brackets for easy installation.

RAIN . . . They need a wiper

There's profit for you in blade and arm replacements—steady sales if you get the habit of checking windshield wipers regularly. With the new Trico Service Kit, the right blade and arm replacement for ANY car is always in stock.

Clear driving vision is easy to sell from a standpoint both of safety and driving comfort. So don't neglect this sure source of plus business. Stock and sell Trico's *three* clear vision aids—Windshield Washers, Windshield Fans and Windshield Wiper Blades and Arms. All operate with cost-free Harnessed Air Power. All are easy to install.

TRICO PRODUCTS CORPORATION, BUFFALO 3, N. Y.

TRICO Clear Vision Driving *thru* Harnessed Power

20,000 Expected . . .

Service Crisis Looms As ASI Show Opens

(Continued from Page 31)

the 1941 level have made it impossible for parts makers to build any warehouse or reserve stocks. It is also believed that stocks in most dealerships and service shops are at an all-time low on functional parts.

Thus it is easily seen that jobbers and distributors, who are charged with the task of supplying repair shops with replacement parts, are here at the ASIS to find out first-handed just what they can expect in the way of supplies from the producers and what can be done to tide the essential cars and trucks in their territory over until an adequate supply of parts is again available.

It may be very fortunate that this great exhibit of parts and shop maintenance equipment was scheduled just at this time, when things are beginning to look very serious again. It is certain that every manufacturer is going to the meeting primed with every bit of information that he can get together that will advise his wholesale outlets on how to best stretch their available supplies and what to do to keep vehicles running where certain critical replacement parts may be in critically low supply right now.

A roundup of factory service and parts executive opinions, made late last week, indicates that while all manufacturers will do their utmost to channel as much of their present steel and other basic materials into the production of those functional items which are so short in supply, the little they will be able to do immediately will be but a drop in an ocean of need.

These men are fully aware that the already curtailed train service is throwing a greater burden on the automotive transportation and this will continue to increase in greater proportion as the lack of rail transportation is felt.

They also are very fearful that the coal strike will build up another back order situation in the after-market that will take many months of full production to overcome and be of more drastic nature than any experienced during wartime.

Some 432 parts and equipment manufacturers are moving their exhibits into the Auditorium for the show and setting up headquarters where they can consult with their wholesale outlets, engine rebuilders and others who come to the show looking for any relief from the critical situation they all know they will face.

Service and parts executives from the vehicle factories are planning to attend the show in greater numbers than usual, on the three days the show is open to them, to see what they can find that will aid them in meeting the maintenance responsibilities of their dealers and service shops. The factory men are invited to attend Thursday, Friday and Saturday, Dec. 12-14 inclusive.

Prior to the actual opening of the show the three sponsoring associations, Motor & Equipment Manufacturers Assn., Motor & Equipment Wholesalers Assn. and the National Standard Parts Assn., scheduled meetings in the various headquarters hotels on the board walk. The critical parts and shop equipment problems were thoroughly discussed at these meetings which were attended by the wholesalers and manufacturers belonging to these groups.

Already it is known that a goodly number of new and improved items in shop equipment and some new maintenance materials and products will be announced to the industry at the ASI show. What effect the coal strike will have on their makers in producing them is not, of course, known at this time. But it is quite certain that those exhibiting products will be able to give the trade some idea of what to expect.

THE NEW EXHIBIT OF ELECTRIC AUTO-LITE which was created for display at the major automotive and allied industry shows and conventions. The display, which is 40 feet long, features many of the 400 automotive parts manufactured by Auto-Lite as well as a digest version of its radio show.

'Scat Service'

Wallwork Expedites Entry Of Cars Into Shop

FARGO, N. D. — Remembering the farmer who built three holes in his house for his three cats so that when he said "Scat!" he meant just that, W. W. Wallwork, Ford dealer of Fargo and Moorhead, Minn., has instituted "Scat Service" for cars.

A string of stalls with doors opening on the street, admits, at one time, two cars or one truck for lubrication, washing and minor service such as storm windows, replacing light bulbs, etc. When finished, the cars back out quickly, thus avoiding the congestion of cars waiting for repairs.

However, if a car or truck needs more than service, doors at the rear of the stalls open into the shop and the car is driven to the proper station.

Work is greatly facilitated by the new "Scat Service" stalls and customers are reported pleased with the quick in-and-out-and-gone method of doing business.

Form Ky. Firm

Helm-Marshall Motor Co., Hickman, Ky., has been incorporated with authorized capital stock of $20,000. Principals are George N. Helm, Mabel M. Helm and David Marshall.

Ford Opens Depot At Memphis

MEMPHIS, Tenn. — The Ford Motor Co. service parts building here was opened last week, according to H. Y. Ingram, district manager of the plant.

Ingram said that 213 Ford, Lincoln and Mercury dealers of the Memphis district area will visit the new building during the month to see how their orders are handled.

Sand Carriers

Conn. Studies Auto Device To Ease Ice Hazard

HARTFORD, Conn. — A device for protecting passenger cars against the hazard of icy highways by enabling them to carry and apply their own sand as needed, has been invented by Raymond Abling, of Torrington, it has been reported by state officials interested in the device.

A study of the device has been made by state officials who said they were impressed by the device, but would not pass judgment on whether its use will become widespread. Abling, it was explained, is arranging to have the gadget patented.

As explained to the officials, the mechanism would supply sand as needed to the tires on a car. A sufficient quantity of sand could be carried to keep the sand running for 45 minutes before a refill became necessary.

It was Abling's suggestion that the state could do much to solve its winter sanding problems by making use of such device mandatory by motorists. It might become possible, the inventor pointed out, to dispense with most of the winter sanding operations under such circumstances, except to see that highways were provided with frequent stations where drivers could get sand refills for their cars.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover this issue.

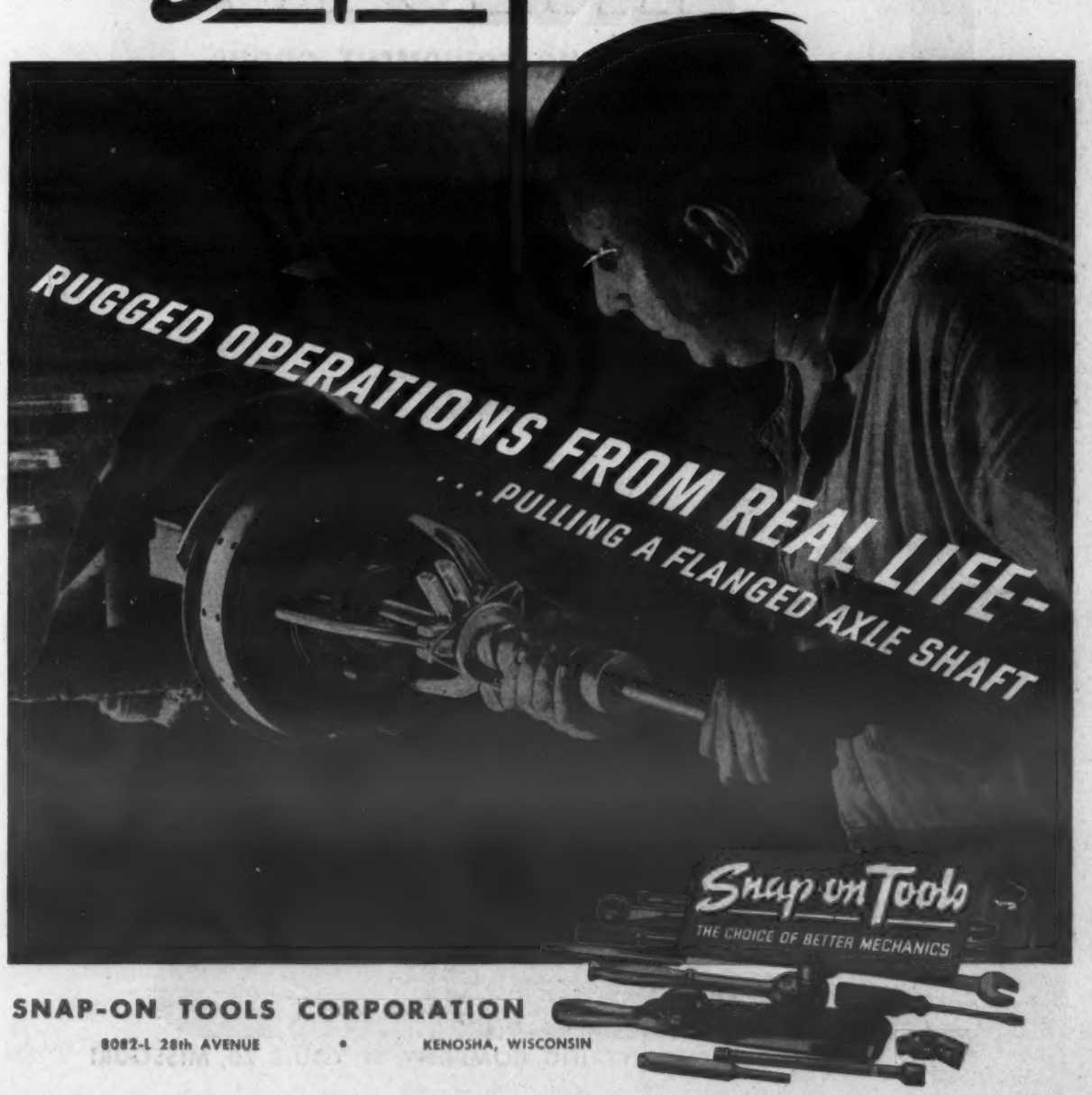
When you're glad you have a Snap-on

Removing a flanged axle shaft is just one of many "tough jobs" that can be handled *easily . . . quickly . . . and properly* with Snap-on's Universal Puller Tool. And here's why . . .

(1) The Booster Hammer gives a sudden, powerful blow, guided by the slide shaft, in the same direction as the pull. (2) The pulling force is distributed equally on all sides, eliminating binding. (3) As a result, the guided blow, combined with the center tension gives you a pulling force that is more effective than any other on the market today.

In combination with a 2- and 3-way yoke, you have a multi-purpose tool that can be adapted to any one of dozens of pulling jobs. Available through Snap-on's nationwide direct-to-user tool service.

Write for complete catalog of Snap-on service tools.



SNAP-ON TOOLS CORPORATION

8082-L 28th AVENUE • KENOSHA, WISCONSIN

Big Variance Shown . . .

Service Volume, Orders Up from September

(Continued from Page 31)

ture, the trend in service dollar receipts is definitely up and dealers are again beginning to complain of a serious shortage of good mechanics to take care of the work offered. Many dealers report that they could increase their service volume and number of customers materially, if they could get the mechanics to handle the business.

Another trend that has shown up since AUTOMOTIVE NEWS' last survey is the increased business that has resulted because the dealers have began to advertise their service facilities. This is particularly true in the East.

In some spots dealers feel that the combination of new cars getting out into the hands of their better customers, plus an increase in complete engine exchanges instead of engine overhauls, has had a material effect in keeping service volume from increasing. In the Northern states, dealers report that the cold snap, which brought on a rush of winterizing and anti-freeze business, also had an effect toward keeping the average service ticket on a lower dollar level than has been normal for some months past.

Following are the reports on dealer contacts from several widely separated points, which indicate the area trends in different parts of the country:

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Chicago

CHICAGO.—For the most part, service was up during November as compared with September among Chicago dealers, from the standpoint of both volume and number of customer repair orders. A survey disclosed that, while some dealers experienced a slight decline due to shortage of parts and others were running even, the majority turned in increases.

The approach of winter and a realization among owners that they should keep their cars in good running condition were cited by dealers as reasons for brisk service business. Whatever lull arose in certain instances was attributed to hopes on the part of some who were interested in new cars that they could get early delivery. Such expectations have since been shattered.

Despite excellent service volume, fewer customers are being turned away because of overcrowded shops and lack of mechanics. Dealers are caught up in their shops to the extent that they can now take care of work as it comes in and some of them can handle even more. The principal worry, however, it was stated, is the scarcity of repair parts and as a consequence certain types of jobs requiring replacements, such as those of fenders, are being declined by many dealers.

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New Orleans

NEW ORLEANS.—Average service volume compared with September is down 11 percent and number of customer service orders is down 6 percent, according to check on nine new car dealers.

Repair service volume is also off with independent shops and garages.

• • •

Atlanta

ATLANTA.—Automobile dealers reported that owners of new cars are beginning to think twice before driving their cars in for service. Both the dollars-and-cents service volume and the number of customer service orders were said to be approximately 10 percent below September totals.

The reason given by Atlanta dealers for the decline in service activity was: Seasonal slump for Christmas.

Most service requirements on new cars are minor, according to representative dealers in all makes, with routine one thousand and two thousand mile checkup accounting for a large percentage of service orders.

• • •

Dallas

DALLAS.—Service volume of dealers is approximately 15 percent above September's and some dealers report definitely higher volume than in October. The number of customer service orders increased in November over September, and also above October.

For comparative purposes the estimate of increase in orders is about 12 percent or slightly more over September. All dealers agree that these figures represent decrease in size of individual orders.

They attribute this to widespread installations of assemblies such as engines and also to motorists efforts to keep cars going at minimum costs. Several dealers are campaigning for installation of the assemblies as most economical for the customer.

• • •

Philadelphia

PHILADELPHIA.—Check of new car dealers in Philadelphia showed an average increase of 25 percent in service volume over September, while customer service orders are holding at practically September level.

In several cases dollar value per customer service order is up sharply. High and low for percentage figures on service volume were 40 percent and 14 percent. In only one case was a claim to as much as 70 percent made.

Great percentage of increased volume is with urban dealers. Lower percentage figures were prevalent with suburban dealers. Most dealers agreed that state inspections had some, but not a great deal of effect on increased service. Others attributed rise to increased advertising by extra budget allowances. Advertising is going heavily to car-cards and spot radio announcements.

First cold day this winter flooded all shops with work. Dealers were turning work away by 10:30 a.m.

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Hartford

HARTFORD, Conn.—A check of new car dealers shows volume is up about 2 percent as compared to the September figure. At the same time the number of customer service orders is up about 9 percent. The dealers, generally, feel that a lower dollar average per order is due primarily to winter changeovers.

Following is a list of seven dealers doing the best service job in Hartford:

Dealer 1—Volume up 5 percent, number of orders up 8 percent.

Dealer 2—Volume down 20 percent, number of orders up 12 percent.

Dealer 3—Volume up 1 percent, number of orders up 10 percent.

Dealer 4—Volume down 10 percent, number of orders down 5 percent.

Dealer 5—Volume up 1 percent, number of orders up 10 percent.

Dealer 6—Volume up 10 percent, number of orders up 10 percent.

Dealer 7—Volume up 15 percent, number of orders up 25 percent.

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Los Angeles

LOS ANGELES.—New car dealer service volume last month generally was up 4 to 8 percent over September and customer orders compared to September were also up about 5 percent.

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Cedar Falls

CEDAR FALLS, Ia.—Majority of new-car dealers here say service volume up for November as compared with September, although some feel that it is on par. Some report lower than October. However, one dealer says customer service volume up 20 percent while all others report upward trend for regular customers. One dealer felt that service volume was on a downward trend due to fact car owners anticipate new cars and are not fixing up old ones more than necessary.

• • •

Denver

DENVER.—A survey of new-car dealers here brings forth the information that service volume is down slightly compared with September. A number of the dealers report that their service business is running along about the same as it did in September. For example, A. R. Hickerson, Thomas Hickerson Motor Co., Dodge-Plym-

(Continued on Page 41, Col. 1)

Big Variance Shown . . .

Service Volume, Orders Up from September

(Continued from Page 40)

outh, president of the Denver Automobile Dealers Assn., said:

"Our service department is operating about the same as it did in September. We have not experienced any falling off in business. This is also true in the comparison of number of customer service orders. We feel that we are fortunate in this respect."

Other dealers report a decrease in service business as compared with September business with the decrease running from 5 to 15 percent. H. J. Davidson, president of Metropolitan Pontiac Inc., said:

"Our service business is off around 10 percent as compared with September volume, although the number of customer service orders is ahead in November over September. We could have boosted our service volume if we had had sufficient parts and if the labor situation was better.

"A number of our men took time off in November to hunt. This is also the slack period in service business as the tourist business finishes up in September, which greatly boosts business during the summer months."

Other dealers say that some of their customers have received their new cars and that has served to cut service volume to some extent, although that is not a prime factor as yet due to the fact that new cars are still far from plentiful. Others are using their cars as little as possible, awaiting the time when their new car will arrive. Also, Colorado experienced an unusual two-week period of weather the first part of November with a deep snow—the first of its kind in 33 years, which kept many cars in garages.

Denver dealers are using advertising to boost their service business. A good example of this is the postcard sent out last week by the Holt Chew Motor Co., Chrysler-Plymouth. The card read in part:

"Do You Want a New Car? Read This Card Carefully. Of course—everyone wants a new car, but production can't catch up with the demand for many months. Now is the time to give the old bus the attention that will tide it over until new cars are available."

• • •

St. Louis

ST. LOUIS.—Service volume and customer service orders in St. Louis during November showed a sharp increase over September.

Sidney Weber, president of Sidney Weber, Inc., Dodge-Plymouth distributor, sees a continuing increase in service volume when a cold stretch of weather visits St. Louis. This area has enjoyed a comparatively mild spell with the temperature seldom below freezing but when the mercury drops Weber stated that car defects, not noticeable during warm weather, will be revealed and require immediate servicing.

W. J. Rasmussen, president of the Big Four Chevrolet Co., said the expected diminution of new-car deliveries to St. Louis (due to the coal strike) is certain to increase the service volume until the condition is corrected.

Motorists who expected to obtain new models before Jan. 1 and were holding off having their present cars serviced now take a less sanguine viewpoint and are forced to resort to servicing to make the machine last until new ones are obtainable.

• • •

Cleveland

CLEVELAND. — A combination of reasons has halted, in most instances, a rise in customer service orders in the Greater Cleveland area.

Service managers report the past month reflected very little increase over September or October. They say this condition is due primarily to arrival of additional new cars, approaching Christmas season and Indian summer weather.

December's entry, with freezing temperatures, icy streets, etc., already has reflected an increase.

Here are comments which indicate the consensus of this area: John Klima, service manager, Downtown Chevrolet: Service slightly up by 5 percent although labor volume not so high. More new cars influencing situation.

Don Small, service manager, W. Baker King Co. (DeSoto-Plymouth): Conditions same, can't handle increased traffic because of limitation of personnel.

Joe Volk, service manager, Blaushild Motors (Dodge-Plymouth): Couldn't use much more business if it came because of personnel limitations. Volume holding about the same.

John H. Hodgins, service manager, Englander Motor Sales (Ford): No facilities to handle any increase in volume, which is remaining about the same.

Roy Wischner, service manager, Bennett-Yurrick (Buick): Increase of 10 percent in past month due primarily to additional parts coming in from factory.

Bill Schneider, manager, Nash Central Motors: Service volume down slightly due to new cars, good weather.

New Firm Offers Inventors Aid

CHICAGO.—A marketing service for new inventions has been announced by National Merchandisers, a Chicago concern, according to E. Millard Smith, executive director.

The purpose of the new firm, Smith said, "will be to help the small or average inventor at every step, from the beginning or birth of his idea until the invention has been properly developed for manufacturing operations, or is on the market as a finished device or article."

An outline of the firm's methods is described in a new booklet, "A 12-Point Program for Inventors." Readers may secure a copy by writing National Merchandisers, 28 E. Huron St., Chicago, 11.

Houdry Marks Tenth Year of Catalyst Use

NEW YORK.—Houdry Process Corp. has completed its tenth year of catalyst manufacturing, according to Arthur V. Danner, executive vice-president.

Ten years ago, a group of 21 Houdry technicians began the manufacture of the first commercial catalyst to be used in catalytic cracking, Danner said. Under the supervision of A. R. Worrall, manager of the firm's catalyst-manufacturing facilities in Marcus Hook, Pa., and Paulsboro, N. J., this group filled the first order for catalyst for Sun Oil Co.'s Fixed-Bed plant, which began operations in early 1937.

One of Houdry's contributions to the war effort was the development and manufacture of synthetic catalyst for catalytic cracking. In 1940 Houdry started manufacturing the first commercial synthetic catalyst to be used in catalytic cracking.

This development served in the production of highest quality aviation base stock providing better octane rating and higher yield per barrel of charge stock, Danner stated.

Of the original group of 21 technicians, 14 are still employed by Houdry. Two others died in service during the war.

Pontiac Appoints Walker, Bates

PONTIAC, Mich.—Appointment of John C. Bates and L. W. Walker as assistant parts sales managers is announced by D. U. Bathrick general sales manager of Pontiac.

Walker has had 18 years experience in the automotive parts business and will head up internal affairs and distribution. Bates joined Pontiac in 1941 as New York zone parts representative after 13 years in the automotive parts jobbing business in Philadelphia.

Wickham Temporarily Heads Tarboro Assn.

TARBORO, N. C.—With C. W. Wickham as temporary chairman, automobile dealers here have organized. Permanent officers of the Tarboro Automobile Dealers' Assn. will be elected later.

ELIMINATES MIXING!

"FACTORY PACKAGED" COLORS ARE PRE-MIXED TO CAR MAKERS' "SPECS" TO SAVE YOUR TIME!

CHECK ALL THESE ADVANTAGES

1 Exact color match to car makers' specs!

2 Eliminates mixing time!

3 Patented pour-top can prevents waste!

4 No comebacks —no headaches!

5 Easier to handle—jobs out on time!

6 Top quality —top beauty —top durability!

7 Available Everywhere . . . Call your NAPA Jobber.

The MARTIN-SENOUR CO.
2520 Quarry Street, Chicago 8, Illinois

V 2 3 0 5 7 DEC 9 4 6 XUM

THE LUBRICATION and wheel alignment department of Homer C. Thompson Ford dealership, Santa Barbara, Calif., before it was rearranged and refurnished.

WHEEL ALIGNING and lubrication can be accomplished more efficiently in the better lighted and transformed department for this work at the Thompson firm.

Dorsey Buick Opens

Dorsey Buick Co. has been opened in Dalton, Ga., by W. C. Dorsey.

Permite Offers Shackle Line

CINCINNATI.—In line with the current standardization on rubber spring shackles for postwar cars, Aluminum Industries, Inc., manufacturer of Permite automotive replacement parts, has expanded its replacement parts line to include this item.

Permite says it offers the most complete catalog listing of rubber spring shackles available, making possible the servicing of most popular makes of prewar cars. Replacement rubber bushings for all Permite shackles are also being made.

Bishop Joins Road. Assn.

Hubert K. Bishop, a former deputy commissioner of the Public Roads administration and well-known highway engineer, has joined the American Road Builders' Assn. as manager of the County Highway Officials division, it is announced. Bishop succeeds Maj. John A. Long, who resigned last summer.

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.

Shop Curbs Debated

Tacoma Dealers Stirred by Proposed Ordinance For Licensing and Districting

TACOMA, Wash. — Considerable discussion has been evoked among Tacoma dealers by a proposed city ordinance designed to place certain limitations on repair shops.

The new ordinance—adoption of which has been temporarily held up pending further dealer study—requires licensing of gas stations and repair shops, limits the districts in which service stations and used-car lots may be placed, and requires that certain records be maintained for police purposes.

Proponents of the ordinance say the required records will assist police in recovery of stolen parts and autos, and will protect residential districts from encroachment by unsightly used-car lots.

Opponents contend that many of the requirements are cumbersome and while agreeing that some regulation is needed, believe the proposed ordinance should be reworded and reworked before adoption.

Old Car Show Set in Boston

BOSTON.—The Veteran Motor Car Club of America has leased Horticultural Hall here and will hold an Antique and Veteran Auto Show Jan. 24-29.

About 50 old cars will be on display. The show will be open to the public, admission will be charged and a souvenir program, containing pictures on many early cars, will be on sale.

Members of the club supplied many of the cars that participated in Detroit's Golden Jubilee parade and old car show.

Trailer School

Fruehauf Conducts Classes For Service Men

DETROIT.—A comprehensive course of instruction in the operation and maintenance of an air conditioning unit for truck-trailers is being given to Fruehauf salesmen and service men throughout the country, it has been announced.

A Fruehauf refrigerator van, equipped with trail-aire conditioner, is used as a traveling schoolroom. It is built by Advance Mfg., Inc., and sold exclusively by Fruehauf for installation in insulated trailers. A new model, soon to go into production, will maintain below-zero temperatures for hauling frozen foods and ice cream.

Component parts and assemblies of the unit are provided in the traveling schoolroom for detailed inspection and study. Instruction is under the guidance of Jack Tyler, service engineer of Advance Mfg., Inc.

Classes in key cities are conducted for five days, and service men attending from outside branches are holding similar schools for salesmen and fellow service men when they return home.

Turco Promotes Moulton, Buist

LOS ANGELES. — Appointment of L. H. Moulton to the post of national sales director and D. T. Buist, assistant national sales director, was announced last week by Ray Sanders, vice-president and general manager, Turco Products, Inc. Their headquarters will be the firm's main offices here.

Fifteen years' experience in selling Turco's chemical lines is included in Moulton's experience. For the past eight years he has directed Turco's eastern division from the Chicago plant office. Dan Buist, assistant national sales director, joined Turco in 1936 as a specialist with 20 years' experience in the automotive field.

Air Express Extended By 3 New Routes

NEW YORK.—Further extension of the nationwide air express system now being operated over 19 regularly scheduled airlines was announced here last week by the Air Express division of Railway Express Agency. A total of 2,498 route miles will be linked to the present 63,000-mile air shipping system operating in the U. S. and Canada, it was announced. The new service which adds two Western airlines and one Florida airline to existing routes, will serve 53 cities in three western states and in Florida.

Check Finds Poor Light On Third of Pa. Cars

HARRISBURG, Pa.—(UTPS)—Members of the Pennsylvania State Police during September ordered the correction of faulty lighting equipment on 6,831 motor vehicles, according to a report issued last week. A total of 21,114 cars was checked during this period.

69,565 Titled to Set Mark . . .

New Truck Sales Break Monthly Record in Sept.

DETROIT.—All records for new-truck sales in any one month were smashed in September when 69,565 new truck units were registered in the U. S., R. L. Polk & Co., statistical agency, reported last week. The previous high month had been July, 1941, when 66,353 units were registered.

Indications are that registrations of new trucks for October will surpass the 1941 mark by even a bigger margin, the Polk motor statistical division said.

On the basis of returns from 28 states for October, truck registrations were 32,082, representing about 42 percent of registrations expected for the month. The 32,082 new truck units compares with 19,041 units for the same states and month in 1941.

Total new truck registrations for the year now lack only 50,000 of surpassing the half million mark, and when tabulations for November are completed it is expected that that mark will be well passed, Polk stated.

Reflecting stepped-up automobile production, new passenger car registrations likewise are surpassing registrations from comparable states in 1941. Returns from 48 states—New York excepted—for September show new passenger car registrations at 200,568 units for the month, as compared with 113,333 units for September, 1941.

The total registrations for new cars for the year passed the million mark in September, but was far below 1941 figures, totals for which had passed the 3,000,000 figure by the end of September, 1941.

New-car registrations from 25 states for October totaled 64,962 units, as compared with 49,870 units for comparable states in October, 1941. Registrations for October should reach 260,000, it is indicated.

Dealer Leader Warns of Loss On Used Cars

MILWAUKEE.—William Schwartzburg, president of the Milwaukee Automobile Dealers Assn., has warned prospective buyers of used cars that if they expect to trade them in next year, they stand to lose up to $1,000 on such a deal.

He stated that prices some dealers are getting for used cars are exorbitant and fantastic and that some used-car dealers are engaged in what amounts to a new black market in used cars.

Schwartzburg said that he knew of a case in which a used car had been sold and resold five times in one day in the Milwaukee area, and each time the seller got a higher price than the last deal called for.

He also told of a deal in a new light panel truck on which the price was $1,200. A week later, Schwartzburg stated, the same truck was found parked in a used car lot, with a price of $1,600 on it. Later, he learned, the same truck was sold to a resort owner in northern Wisconsin for $2,000.

In discussing the used car situation, Schwartzburg said:

"Time after time legitimate dealers have sold a new car to someone they supposed was a legitimate purchaser, and have found that same car turning up a few days later in a used car lot, advertised for sale at as much as 75 percent more than the new car price."

Want to buy or sell new or used cars? Classified Want Ads will solve your problem.

Want Ad Dept., inside back cover.

AT THE 27TH annual convention of Minnesota Auto Dealers Assn. Left to right, Glenn B. Atcheson, general manager; William L. Mallon, president, NADA; John B. Rihm, president, MADA.

Alabama Dealers Name Brooks Counsel

MONTGOMERY, Ala.—Appointment of State Labor Director Emmett Brooks as counselor and special representative for the Automotive Dealers Assn. of Alabama, effective when his term of office expires on Jan. 20, is announced here by C. E. Anderson, executive vice-president of the association.

Nash 40 Cts. a Lb.

Far Less Than Butter, Meat, Doss Says on Coast

SAN FRANCISCO.—Nash Vice-President and General Sales Manager H. C. Doss, here to meet with dealers from California, Oregon and Nevada, drew a cost comparison between meat, groceries and automobiles.

Doss told dealers that "Nash automobiles sell at a rate of about 40 cents a pound, and I submit that no merchandise or food offers so much intrinsic value at the price."

The Nash official called attention to the fact that butter is selling at 83 cents and meat at 70 to 80 cents a pound in many parts of the country.

Commenting on the rise in automobile costs, Doss recalled that back in the days when one popular car was selling at 21 cents a pound, steaks were also 20 and 21 cents a pound. He pointed out that while car costs have doubled, meat and other edibles have quadrupled in price.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover, this issue.

Double Feature Motor Oil
for winter business

Create and hold satisfied customers by recommending AMALIE Sub-Zero for easy starting and smooth engine performance — all winter long. Flows freely when it's cold . . . yet clings to metal—cold or hot. It's the *oilier* oil!

And for all vital lubrication points, remember AMALIE winter-grade lubricants.

For Winter

AMALIE SUB-ZERO MOTOR OIL

See your AMALIE Distributor or write Dept. VIZ

AMALIE DIVISION
L. SONNEBORN SONS, INC.
88 Lexington Avenue, New York 16, N. Y.
Refineries: Petrolia and Franklin, Pa.
Plant: Nutley, N. J.
In the Southwest:
Sonneborn Bros., Dallas 1, Texas

IT TAMES

THE HOUDAILLE VISCOUS TORSIONAL VIBRATION DAMPER

Vibration and RELATED TROUBLES

● On large engines or small . . . gasoline or diesel . . . the Houdaille* Viscous Torsional Vibration Damper curbs both major and minor critical orders of vibration simply and efficiently. And by taming vibration, it solves related troubles as well. In cases where such problems have existed, it has proven effective in reducing engine noise and increasing timing-gear life.

Simple as A·B·C

(A) Inertia mass or fly-wheel.
(B) Two-piece welded housing
(C) Synthetic fluid

The Houdaille* Viscous Torsional Vibration Damper consists of only two essential parts...a two-piece welded housing and inertia mass or fly-wheel. Since it employs a synthetic fluid with relatively flat viscosity curve, its efficiency is not materially affected by temperature. The housing is hermetically sealed and there are no wearing parts . . . hence no service or replacement problem.

Houdaille engineers will be glad to discuss the application of the Viscous Torsional Vibration Damper to any internal combustion engine.*

HOUDE ENGINEERING DIVISION OF
HOUDAILLE-HERSHEY CORPORATION
MAKERS OF HYDRAULIC CONTROLS
BUFFALO 11, NEW YORK
*Pronounced—Hoo-dye

A NEW PLASTIC utility cover set for use in service departments consists of fender apron, steering wheel cover and front seat cover. All are of universal design to fit any make or model. Fashioned of a new plastic, known as Fiesta Hide, the covers are said to be transparent, impervious to grease, oil, water or even battery acid and require no laundering. They may be cleaned with soap and water or with gasoline, eliminating laundry costs on cloth covers. The covers are sold by Raiwin Sales Co., 637 Washington Road, Grosse Pointe, Mich.

Looks to Auto Industry

Army Chief of Research Asks Vehicle Men To Aid in Developments

By Jim White
Staff Writer

DETROIT.—Addressing members of the Michigan Post Army Ordnance Assn. here last week, Maj. Gen. Henry S. Aurand, director of research and development, War Department general staff, pointed out the pressing need for cooperation and joint research between industry and military groups.

"Automotive transportation contributed greatly toward the winning of World War II," he said. "It is bound to contribute to the winning of any future war; but the extent of this contribution lies in the lap of the automotive industry."

Gen. Aurand indicated that the appropriations to the War department for the continual research and development necessary for up-to-date equality against the weapons developed by other nations were inadequate. It was, therefore, asked of industry men to work with the War department for developments in their own particular fields.

Aurand said that weapons of the future will be much faster and have much greater energy and effectiveness than those of World War II.

"A far greater proportion of our industrial capacity will have to be applied to furnishing the army of the future with its weapons than was devoted to that purpose in World War II," he said.

"There are two characteristics as to the performance of weapons of the future and their development and research. These are their extremely high cost and their use of every field of modern science. Because of these chararteristics, some form of over-all management by the War department is necessary.

"I believe that the accomplishment of these military characteristics is strictly up to the civilian automotive industry with a minimum of subsidization from military funds. However, I believe that there is an obligation on the military to supply the automotive industry with all of the fruits of its labors to date, as well as its experiences from World War II in the motor transport field."

As an indication of prospective needs of the military in vehicular fields, Gen. Aurand cited changes which he felt are needed.

"Vehicles built for one purpose are a headache in the theater of war," the general stated. "The Army wants vehicles that can go anywhere, get there fast and require the absolute minimum of maintenance with maximum accessibility.

"The vehicles should be light. If too large to be placed in an airplane complete, they should be capable of reasonably simple knockdown. They should be readily adaptable to flotation and flotation devices should be designed so they could be readily attached in the field."

Although Gen. Aurand said the most spectacular weapons of the future are the atomic bomb and guided missiles, he felt that the overall characteristics of war would remain the same. It would still be expedient to have available fast, tough, easily serviced and replaced ground and water vehicles, capable of almost unbelievable versatility.

"We want a truck to replace the present 2½-ton truck capable of crossing swamps. It must be able to swim rivers with the aid of flotation gear and the springing system must permit cross-country travel at high speed."

"We want an 8-ton truck that will haul an even larger semi-trailer and still not be road-bound.

"We need modern tank transporters capable of negotiating the steep grades and sharp turns of the Burma Road."

Gen. Aurand pointed out the pressing need for standardization of vehicle types and parts by referring to records of operations in Europe shortly before V-E day.

Col. G. W. Trichel, U.S.A. (retired), Chrysler Corp., was presented with the Legion of Merit by Gen. Aurand for his work in research and development of rocket-powered missiles during the war years.

Presiding at the speakers table was Edward T. Gushee, president of the association, who rendered the annual report. O. E. Hunt, General Motors vice-president, served as toastmaster and introduced Gen. Aurand to the membership.

Automotive notables were present, among them being K. T. Keller, Chrysler Corp.; Nicholas Dreystadt, General Motors; Col. G. W. Trichel, Chrysler Corp.; George R. Fink, Great Lakes Steel Corp.; Robert L. Biggers, Chrysler Corp.; C. L. McCuen, General Motors Corp.; H. H. Sanger, Manufacturers National Bank, and Col. H. W. Alden, Timken-Detroit Axle Co.

60-Ton Tanks Developed by Chrysler

DETROIT. — Delivery to Army Ordnance of a 63½-ton tank-type land battlewagon and a 60-ton heavy fighting tank, with twice the speed and armor of any other tank of comparable size, is announced here by Fred M. Zeder, vice-president in charge of engineering, Chrysler Corp.

The battlewagon is designed to carry either a 10-inch howitzer or an eight-inch rifle. The howitzer can shoot a 360-pound shell 16 miles and the rifle can hurl a 240-pound shell 27 miles.

The 60-ton tank, which has a 90-millimeter high velocity rifle and can hurl a shell at three times the speed of sound, is powered by a 750-horsepower V-12 engine. It has double the armor protection against enemy fire power of earlier tanks and carries a crew of five.

The battlewagons are nearly 32 feet long and 12 feet wide, and are equipped with special mud-going treads 28 inches wide. Despite their tremendous size and weight, they are capable of traveling at a speed of 20 miles an hour carrying two drivers inside the hulls and a six-man gun crew.

TRANSMISSIONS
TIMING CHAINS
OVERDRIVES
SYNCHRONIZERS
CLUTCHES
UNIVERSAL JOINTS
DRIVE SHAFTS
CARBURETORS
RADIATORS
TAPERED WHEEL DISCS

19 of the 20 makes of motor cars embody essential parts made by BORG-WARNER!

ENGINEERING B-W PRODUCTION

Executive Offices, Chicago. These units form Borg-Warner: BORG & BECK • BORG-WARNER INTERNATIONAL BORG WARNER SERVICE PARTS • B-W SUPERCHARGERS, INC. • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN CO., LTD. • NORGE • NORGE-HEAT NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS WARNER GEAR • WARNER GEAR CO., LTD. • WISCONSIN TRANSMISSION

V 2 3 0 5 7

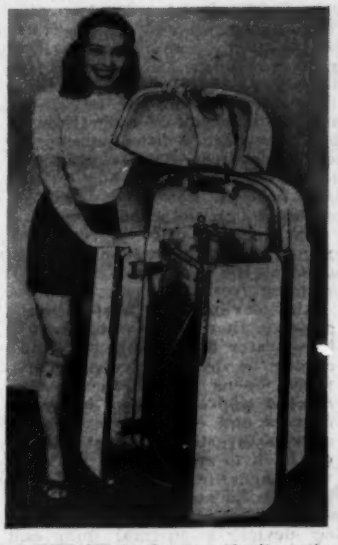
SERVICE TO READERS

New Products

Including Shop Equipment and Tools, Catalogs, Manuals and Other Literature of Educational Value

PRESSURE-STAT is a precision-built device designed to prevent any air escaping through the tire valve below a predetermined pressure and to maintain that pressure as a maximum by automatically releasing any excess. When excess pressure has been released, it automatically reseals the valve until pressure built up again causes it to open. Richardson Regulator Co., Inc., 4713 Chene, Detroit 7, is the manufacturer.

* * *



DOMINANT in the new Alemite equipment being introduced is the "Super-deluxe Line." Three matched units, high pressure, low pressure and drain, identical in appearance when closed, comprise the line. The two pumps deliver lubricant from 100-pound original containers. Forty-five inches high, of white enamel with stainless steel trim, they are 22 inches square at the base. They can be used as portable units or, if desired, bases for stationary installations can be substituted for the casters. On both the low and the high pressure units, hoses disappear under the lid when not in use.

* * *

STORED-PRESSURE hand extinguisher manufactured by Union Stop-Fire Corp., Brooklyn, N. Y. The hose attachment enables the user to attack a fire in any direction, up or down, or to either side, merely by aiming the hose where desired.

* * *

'Self-Destroying' Label

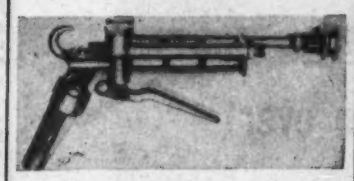
A "self-destroying" label has been added to the line of self-adhesive Kum-Kleen labels manufactured by Avery Adhesive Label Corp., 36 W. Union St., Pasadena 1, Calif. The self-destroying feature is accomplished by die cutting the label so that it can be removed only in segments. The die marks, however, are impressed in such a manner that they are virtually invisible and in no way affect the design on the label, it was stated.

THE RECENTLY introduced heavy duty No. 500 Valve Regrinder of Van Norman Co., Springfield 7, Mass. It weighs 1,100 pounds and is equipped with one hp. motor driving a 16-inch wheel. It is included in the Van Norman exhibit at the ASI show.

* * *

ALUMINUM INDUSTRIES, Inc., Cincinnati, manufacturer of Permite automotive replacement parts, has announced the development of a new line of replacement water pumps featuring the advantages of rustproof aluminum construction. Outstanding features, according to the manufacturer, include ball bearing mounted impeller shaft; vacuum-tested, leak-proof operation; a highly finished sealing surface; uniform, constant seal spring compression; rustproof aluminum construction, with a 40 percent saving in weight.

* * *



A NEW, lightweight air and water gun that is completely controlled by a fingertip lever without the necessity for valve adjustments has been introduced by Turco Products, Inc., 6135 S. Central Ave., Los Angeles 1. It is designed for time-saving high-pressure rinsing and removal of loosened dirt and grease from inaccessible parts of equipment and machinery.

* * *

"TES-L-AMP," new combination electrical testing instrument and screwdriver, is now being marketed by the Allaire Associates, 11 Commerce St., Newark, N. J. With "Tes-L-Amp" only one hand is needed to test all house and commercial currents, appliances and electric fixtures as well as automotive spark plugs. It retails for $1. A neon bulb housed in the catalyn case lights up to indicate electrical current.

New Spray-Type Machine Announced by Goodrich

A new spray-type machine for continuous pickling and washing of any metal part requiring surface preparation for the application of enamel or other coatings or for the removal of scale has been announced by H. C. Klein, manager, rubberlined and rubber covered equipment, Industrial Products Sales division of the B. F. Goodrich Co.

Pieces are fed onto a conveyor at the entrance to the machine and carried through the spraying and washing cycles, emerging acid free and ready for the succeeding operations.

* * *

MARQUETTE MFG. CO., Minneapolis 14, has introduced a new model 180 Hi-Rate Charger. The new charger features a 30-second testing system that tests before the charge. It has 100 ampere capacity.

* * *

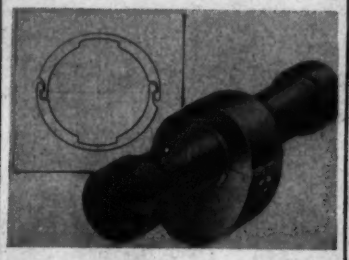
NEW PRODUCTS for the automotive industry are being developed by the F. L. Jacobs Co., Detroit, manufacturers of automobile parts for the past 35 years. Pictured above on a test stand in the company's engineering laboratory is a new type automotive fuel pump. Engineering for this addition to the company's automotive line has been completed.

* * *

NEW CARTON design for everything in the Burd line from combination sets to open stock was announced last week. These packages will be a feature of the Burd exhibit at the ASE show in Atlantic City, Dec. 9-14.

A SIMPLE, rapid check for improper operating conditions in automobile, airplane and all types of gasoline combustion engines can be made by studying exhaust gas composition and intake manifold vacuum with Ranarex exhaust gas analyzers which are again available after a five-year wartime absence, it was announced by Permutit Co., 330 W. 42nd, New York 18. Ranarex exhaust gas analyzers, mechanically measure the gases of combustion and also indicate improper manifold vacuum by a built-in vacuum gage, permit the mechanic to quickly locate and isolate troubles caused by faulty ignition, timing, incorrect valve operation and carburetion errors, the company states.

* * *



AMONG THE war-born developments in retaining rings now available, is a new ring of two-part interlocking construction. Fitted over a shaft in a radial direction, the ring forms a complete annular shoulder of uniform section height around the circumference of the shaft thereby eliminating the wide gap characteristic typical of conventional open type "C" rings. This feature substantially increases the normal thrust capacity of the ring. Samples, data sheets and specifications may be obtained from Waldes Kohinoor, Inc., Long Island City 1, N. Y.

* * *

AUTOMOTIVE Wheel Balancer Corp., 230 N. Front St., Burbank, Calif., has recently announced marketing of the Ereo-A-Dent, a new rapid tool for body and fender repair. By actual shop tests most small traffic bumps have been smoothed out in less than five minutes leaving the paint unbroken and the original finish unharmed, the company says.

* * *

JOHN VLASBLOUR, 614 Sherman, Grand Rapids, Mich., has developed this torsilastic rubber shock absorber. He reports that the St. Clair Rubber Co. is interested in producing it.

A SINGLE-REEL unit, to which lubricant or other material is piped, and to be mounted on ceiling, floor or wall, is an item never before offered in the Alemite line. It handles up to 30 feet of high-pressure hose or 15 feet of low pressure, and the case can be elongated by use of accessory panels, tops and bases to "add" reels to the original single-reel unit.

* * *

NEW, IMPROVED brass fittings for tubing connection work, with forged bodies on elbows and tees and Dryseal pipe threads on pipe thread ends, will be introduced by Imperial Brass Mfg. Co., 1200 W. Harrison St., Chicago, at the ASI show. Other new Imperial products to be shown include a new wide-range flaring tool for flaring all sizes of tubing from ⅛ inch to ¾ inch, and a new forged aluminum air nozzle with four interchangeable noses for all applications.

* * *

A STURDY WHEEL block said to offer the advantages of convenience and compactness has been placed on the market by the A. C. Randall Co., 934 Flour Exchange Bldg., Minneapolis. Designed to fit any passenger automobile, this safety block is reported to hold a car securely, while a tire is being changed, helping to eliminate the danger of the car slipping off a jack.

* * *

WILCO PRODUCTS, Inc., Orange, N. J., has announced the successful launching of its new brake cylinder hone. It fits cylinder on all passenger cars, and all newer trucks, expanding automatically as it is inserted.

* * *

"VIS-R-VUE" is a new, unique and practical display compartment easily attached to automobile and truck visors. It protects and keeps in view for split-second reference road maps, guide books, route lists, memos, reminders and call lists. List price $1.95. Dealers are invited. A. J. Feltault, Visor-Ads, West Hartford 7, Conn.

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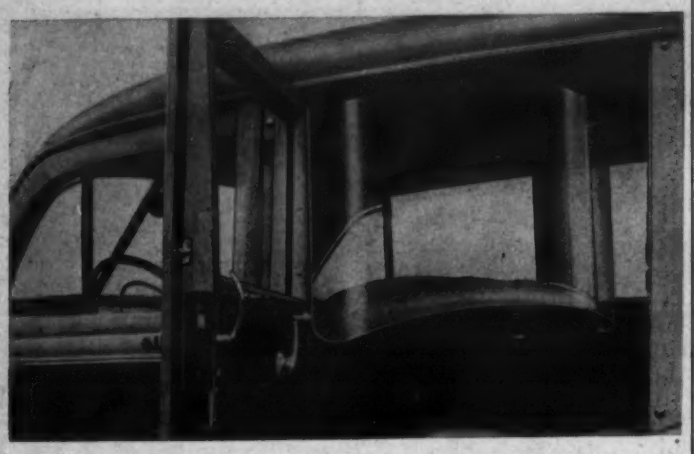

"PLEXI-PARTITION," a crystal-clear plastic partition for station wagons, is being manufactured by the Plastics division of Wright-Austin Co., 304 W. Woodbridge St., Detroit 26. "Plexi-Partition" is designed to fit snugly around back of front seat and extends to the top of the car, thereby retaining all the heat in the driver's compartment. Ideally suited for those cold, wintery days. Whenever heat is desired for entire interior, "Plexi-Partition" can be quickly swung back and fastened to the top of the vehicle, thus permitting occupants in the rear to enjoy the warmth of the heater. Clark C. Wormer, president and general manager, plastics division, stated that "Plexi-Partitions" are now available for all models of station wagons.

Advance in Heating

GMC Bus Unit Held Revolutionary; Adaption to Cars Studied

TOLEDO.—Work is now under way to adapt to passenger cars the new automatic heating system which GMC is using for its suburban buses, it was revealed here last week.

The system, called Thermo-Matic by GMC, has been hailed as revolutionary.

R. A. Bell, sales manager of Surface Combustion Co. here, which developed the system in cooperation with GMC Truck & Coach engineers, says his company is engineering a much smaller heater for passenger cars.

The bus heater, which operates independently of the motor, is 14 inches square and 26 inches long complete, the heating unit proper being only 8 inches square and 19 inches long.

The smaller unit for cars could be used for airplanes and house heating, it was said.

Surface Combustion is producing 1,000 bus units a month for GMC.

Advantages for buses, especially diesels, are said to be outstanding. Antifreeze for engines is unnecessary and windows are kept free of steam and fog by the ventilating feature. Cold starting problems of the diesels, previously a big consideration, are overcome.

The coaches may now be parked outside in cold weather without the former danger, it was pointed out.

At the same time, GMC coach engineers say, clean, filtered fresh air is evenly distributed at all times and properly heated for winter operation. This is said to eliminate the odor problem in coaches.

Cost of operation is small, since the unit would require only one-eighth of a gallon of gas per hour to operate constantly, which is not necessary.

While gasoline engines can use the bus heater, too, it is especially advantageous for diesels.

Here is how the system works:

Hot water from the engine jacket is circulated into the system at engine outlet to a diversion valve. A booster pump, electrically driven (1/10 hp. motor requiring 6 ampere) with capacity of five gallons per minute, cuts in automatically if passenger space demands heat.

The diversion valve controls water flow through tubes in floor ducts to heater core or diverts it back to engine. It is controlled by a thermostat.

A booster heater, automatically controlled by an aquastat, supplies additional heat to system for low temperature.

Fresh air is drawn through a grille and filter above the front destination sign by two Sirocco type blowers, with single ½ hp. motor. The air is forced upward through the heater core into ducts along each side of the coach.

Automatically, temperature controlled fresh air enters passenger space through slots in upper molding of advertising racks.

Rapid flow of air through these slots creates a suction which pulls surrounding air from ceiling and carries it down as a sidewall blanket over the windows to the floor. On its downward sweep, the warm air removes moisture from the windows, preventing fogging and providing clear passenger vision.

A blower behind the left front longitudinal seat forces air through the floor duct which houses the hot water pipes. The warmed air is circulated from this duct to the floor on left and right side of coach through slots and tubes.

Coach temperature is regulated by controlling the amount of heat added at the continuous source of incoming fresh air.

Air leaving the heater unit passes a thermostat which regulates water flow by opening and closing a by-pass valve. This valve opens when thermostat reaches approximately 70 to 80 degrees and closes at 90 to 100 degrees diverting hot water supply back to engine.

Passenger heat load and solar radiation do not affect coach temperature because of a compensating device, a thermal bulb and capillary tube connected to the thermostat containing fluid which automatically adjusts this thermostat, causing incoming air to cycle at a higher or lower temperature as coach temperature tries to rise or fall. An imperceptible rise in coach temperature results in cooler air supply and a similar drop results in warmer air supply.

Thus two thermostats and a fluid bulb control passenger temperature by operating the water by-pass valve.

Engine water temperature is prevented from dropping below a predetermined minimum by starting the booster heater. This control is by aquastat in engine jacket. This heater, a device similar to a domestic oil furnace, maintains engine temperature whether engine is running or off, or parked for the night. The aquastat is set to start the heater at a low of 155 degree jacket water temperature and shot off at 165 degrees. It may be adjusted for higher temperatures if desired.

It is estimated that in cold weather, this heater might be working from 20 percent of the time to continuous operation. This is an outstanding feature assuring easy engine starting in severe cold weather and proper engine temperatures under all conditions.

Considering the water system as a whole, flow is from engine through coach heating system or from engine through engine cooling system, or both. Coach thermostats control flow in one system and engine thermostat in the other.

The overhead system has in no way changed the familiar procedure of filling and draining the engine water system. A surge tank in engine compartment contains reserve engine water plus enough additional water to fill that part of the overhead heating system located above the surge tank level. A closed pressure system is maintained throughout.

Approximately 1,000 CFM incoming fresh air pressurizes the interior of the coach preventing in-

(See HEATER, Page 47, Col. 1)

SELL IT NOW! QUAKER STATE COLD-TEST OIL..

IT'S a friendly act and good business for Quaker State dealers to push Quaker State Cold-Test Oil now! Urge every customer to let you prepare his car for winter with this wonderful Quaker State product. Does so much to improve car service during the cold winter months.

Thoroughly dependable. It will help you make friends faster—loyal friends—the kind of friends who not only come back to buy from you, but influence others to do the same.

Another thing—many a *grease* job can be lost by not asking for it. So ask. Make every winter lubrication job a thorough job by using Quaker State Superfine Greases, too!

Member Pennsylvania Grade Crude Oil Association

QUAKER STATE MOTOR OIL • QUAKER STATE SUPERFINE LUBRICANTS
QUAKER STATE OIL REFINING CORPORATION • OIL CITY, PENNA.

PAA Looks to Youth

Planning Junior Executives Branch To Safeguard Future

PHILADELPHIA.—Plans for the establishment of a junior executives branch in the Pennsylvania Automotive Assn. for sons of dealers and other young auto men were disclosed here last week at the Philadelphia Automotive Trades Assn. annual meeting by Claude Klugh, PAA manager.

Klugh disclosed that J. E. Wolfington, president of PAA, has plans in the making to establish the unit with an eye toward preserving the future of the association.

Should this test branch be successful, then a similar group will be established in western Pennsylvania.

Klugh said, in previewing the state association's projected plans, that PAA is preparing to retain a full time traffic safety director.

The reason for this action, he pointed out, was in the difficulty of too few men of the association holding too many jobs to be able to do any one job well.

The association expects to see Rep. Lichtenwalter elected speaker of the State House and looks for an understanding here in the new speaker who, they feel, is their friend.

The membership is being polled to determine the desirability of a change of date for state inspection periods with an eye to getting suitable legislation passed.

PATA has increased its new car dealer membership by 20 in the past year. Association speakers lauded the work of William Phillips, PATA manager.

Elected president at the annual meeting was A. A. (Butch) Martin, Philadelphia Pontiac dealer. Ernest Jones of the Ernest Jones Co. was elected vice-president. R. R. Sonneborn of Anders & Jervis Motor Co. was elected secretary, and E. J. Ronan of Ronan Motors retained the office of treasurer.

Only one new director was installed, W. T. Plachter of the Plachter Cadillac Co. Reelected were E. H. Bauer, M. H. Bury, L. C. Krisher and J. E. Wolfington.

The remainder of the directors have not completed their terms of office and are W. L. Greer, Albert Jacobs, R. E. Knittinger, E. J. Powell, R. R. Sonneborn and W. S. Townsend. John Crisconi asked that he not be considered for re-election as a director.

Retiring President P. T. Lowry, in reviewing the association's work for the year, described the increased activity in financial organizations for a check against evils and of the increased activity in the state legislative committee. A survey of service from PATA headquarters over a period in excess of 30 days showed an average of seven calls per hour to the association.

JAMES G. PAPS CO. (Ford), 3560 Webster St., Oakland, Calif., tells newspaper readers that "Any general and permanent increase in prices will be detrimental to the general welfare and to our American way of life."

U.C. Wholesale Capital?

Toledo Dealers Campaign to Oust Detroit As the No. 1 Market Place

TOLEDO.—The Toledo Used Car Dealers Assn. is planning to oust Detroit as the nation's principal used-car wholesale market, according to Earl (Doc) Greiner, president.

(However, Detroit used-car dealers expressed a good deal of skepticism, citing Detroit's natural advantage as the auto-making capital of the world and the efforts of the Michigan Used Car Dealers Assn. to extend service to visiting dealers.)

Greiner said that nationwide advertising in automotive journals is designed to attract the nation's buyers to Toledo.

Currently, he said, dealers here are selling to wholesalers from California, Texas, Florida, Iowa, South Dakota, Indiana, Oklahoma, Missouri, Arkansas, South and North Carolina and Georgia.

Greiner also asserted that wholesale used car prices in Toledo average between $50 and $100 cheaper than such prices in Cincinnati and Indianapolis used-car auctions.

Most new-car dealers in Toledo are willing to cooperate with used-car dealers, selling all their trade-ins to members of TUCDA, Greiner said.

Greiner and his used-car manager, Wilton Swan, are laying plans for a Toledo dealers auction to be opened in May. Only trade-ins will be offered, and the auction will be open only to dealers. It is an integral part of the campaign to capture the wholesale used car market, he said.

Farm Note

WICHITA FALLS, Tex.—George T. Christopher, president of Packard, has purchased two carloads of registered polled heifer calves from the Johnson Brothers ranch at Jacksboro. The cattle were shipped to Christopher's farm at Troy, O.

Import Bans On Antimony Are Lifted

WASHINGTON.—Removal of all restrictions on imports of antimony was announced late last week by the CPA.

At the same time, CPA said that it was directing the RFC to discontinue public purchase of antimony from foreign sources except for commitments and arrangements already undertaken.

Antimony, whose chief civilian use is in the manufacture of lead items, was in great demand during the war for flame and mildew proofing of military equipment such as tents, and also for fireproof paint.

Nash Plans Told Detroit Zone

DETROIT.—About 175 Nash dealers from Michigan and Ohio attended a 1947-model sales meeting here Friday. It was the first session under Detroit zone sponsorship since the local distributorship setup was abandoned several months ago.

The dealers heard talks by B. C. Anderson, Nash assistant general sales manager; N. F. Lawler, advertising director, and B. E. Thompson, Detroit zone manager Other factory officials present included A. M. Wibel, vice-president in charge of purchasing; Godfrey Strelinger, treasurer; George Walrath, regional manager, and J. E. Lamy, Canadian sales manager.

Heater

(Continued from Page 46)

rush of air when doors are opened; and also prevents exterior odors and fumes from entering the coach.

This 1,000 CFM is the equivalent of a complete air change in a 32-passenger coach (empty) in 1¼ minutes, or 1½ minutes for a 45-passenger coach. This rate of change completely eliminates annoyance to passengers from stale and heavy air.

Welding Manual Offered

Instructions in welding, brazing and soldering are offered in a new pocket-size "Magic Wand" welding manual.

Copies of this manual may be obtained on application to Patent Specialties, Inc., 4020 Tenth Ave., New York 34.

Otto D. Whipple, who has had nine years' experience driving trucks in the Midwest, says of the E-Z RIDE SEAT recently installed on his truck: "The seat eliminates back support belts . . . does away with back scrubbing and constant bumping. I feel 100% better at the end of the day. Railroad crossings and severe bumps no longer knock me off the seat. I prefer 14 hours on a Monroe seat to eight on the standard variety."

HERE'S YOUR ANSWER

MONROE E-Z RIDE TRUCK SEAT

Here's the answer to your problem of increasing your trucks' running time and operating efficiency beyond the present limits set by the endurance of your drivers. It's the new Monroe E-Z RIDE TRUCK SEAT, built for the special purpose of decreasing driver fatigue . . . *designed to carry the driver and no other load!*

The Monroe seat combines soft spring comfort with the ride cushioning of the Monroe Direct-Double-Action *Hydraulic* Shock Absorber and the side-sway control of a lateral stabilizer. It adds hours and miles to the run and brings smiles of relief to the faces of drivers who until now have had to take the jars and jolts of truck springs, strong enough to carry the load, but too heavy for human comfort.

Now available for 1938-46 Dodge Truck. Models for International, GMC, Ford and Chevrolet on the way. Monroe engineers always ready to assist you in rehabilitating your equipment for more comfort, greater safety, full utility. *Write or wire.*

MONROE E-Z RIDE TRUCK SEAT

1. Special Monroe Direct-Double-Action *Hydraulic* Shock Absorber controls jars and jolts.
2. Exclusive variable-rate coil spring acting in unit with Monroe *Hydraulic* Shock Absorber assures easy-chair comfort for driver of any weight. No adjustment required.
3. Pivot point and stabilizer bar take care of side sway—just as important to health and endurance as cushioning the up-and-down jolts.

Originated and manufactured exclusively by

MONROE AUTO EQUIPMENT CO., MONROE, MICH.

Embargo Chokes Off Parts . . .

Most Auto Makers Face Shutdown by Weekend

(Continued from Page 1)

started a progressive shutdown as the freight embargo went into effect at midnight Thursday.

Ernest R. Breech, Ford executive vice-president, declared that final assembly will come to a complete halt at all plants not later than Dec. 15. He said that the Richmond and Long Beach branches in California will be the last to close down, but also the last to resume operations when the embargo is lifted.

The remaining members of the "Big Three" were in a similar predicament. Spokesmen for General Motors and Chrysler said that those concerns would be forced to cease operations this week, with final assembly continuing as long as possible.

Hudson expressed doubt that the plant would even be reopened this week, while Packard indicated it could hold out only until Wednesday or Thursday of this week. Studebaker and Kaiser - Frazer planned to continue their operations through the entire week.

Nash Motors reported a more optimistic situation, with the latest indications there that production would continue for 10 to 15 days.

Trucks, Planes Jammed

Some passenger-car manufacturers were reported to have sought extra allocations of airplane and truck freight space for shipment of parts from suppliers. These carriers turned down the requests with the assertion that they were handling all the freight they could at the time of the rail embargo.

Dealerships within driveaway distance of assembly points will probably gain some benefit in the early stages of the embargo, manufacturers reported.

Cars and trucks originally earmarked for railroad delivery to distant dealers will now be hauled by driveaway to outlets closer in, it was said. Manufacturers attributed this to the need for avoiding pileups of new vehicles in the shipping yards near the assembly plants.

About 500,000 workers will be thrown into idleness if the automotive assembly industry shuts down. This total includes 225,000 at General Motors, 85,000 at Ford and 70,000 at Chrysler.

Thousands more will go on the unemployment rolls should the paralysis spread into the automotive parts industry. With their big customers unable to receive parts, hundreds of supplier plants are expected to close up in a matter of days after filling their stock rooms to capacity.

The embargo proved the "last straw" to the assemblers, who early in the week had entertained hopes of continuing operations until Christmas.

Production planners in the industry based these hopes on the leveling off in the decline of steel production. The steel operating rate was estimated at 60.2 percent of capacity last week, compared to 62.8 percent the week before.

ODT Clamps On Embargo

But the rate of steel decline became of secondary importance when ODT Director J. Monroe Johnston announced that railroad haulage of non-essential commodities would be banned at 12:01 a.m. Dec. 6.

All freight cars loaded up to the midnight hour Thursday were to be delivered to their destinations, rail officials said. Only a limited number of essential goods were allowed for railroad shipment under the embargo (See list of exempted commodities elsewhere in this issue.)

Of long-term significance to the industry, meanwhile, were several developments emanating from the UAW-CIO front.

Walter P. Reuther, UAW president, revealed that the union will demand a company-financed social insurance program in all its 1947 contracts. The insurance demand, he said, will parallel demands for old-age pension plans at all UAW-organized plants.

Reuther's statement said the UAW will call for an employer contribution amounting to 3 percent of the gross earnings of employes. The resultant fund would be used for hospital, surgical, medical and maternity benefits, he said.

The UAW International Executive board is scheduled to hold a wage policy meeting in New York City this week. Purpose of the meeting, according to union spokesmen, is to coordinate the UAW's wage strategy with that of the steel and electrical unions, the executives of which will convene for wage planning sessions later in December.

The wage negotiations between Chrysler and the UAW were adjourned Wednesday until after the UAW board meeting. The amount of the demand sought from the corporation remained undisclosed.

A meeting of the UAW's national Chrysler conference Thursday demanded that a specific wage demand be established. The conference will hold another strategy meeting Dec. 19-20.

Split on Court Verdict

Speculation was divided on how the Supreme court would react to Judge Goldsborough's ruling that Lewis was in contempt of court when he spurned the injunction restraining him from breaking the government contract and thereby launching the strike.

With New Deal-minded justices holding the majority on the nine-man tribunal, many observers forecast a reversal of Lewis' conviction and a cancellation of the fines assessed by Judge Goldsborough.

On the other hand, there is a conviction in government circles that the penalty against the United Mine Workers may be upheld in a close decision. This could come to pass only if enough of the FDR-appointed jurists are swayed by the government's arguments in the case.

If Lewis fails to win the appeal, it is a certainty that the magnitude of the fine his union will have to pay will catapult it into economic bankruptcy.

The $3,500,000 was a base sum, calculated at the rate of $250,000 a day for the first 14 days of the walkout. The UMW's war chest is estimated at some $13,500,000, hardly sufficient to foot the bill which would accrue by the time the Supreme court is ready with its decision.

By his continued resistance, therefore, Lewis may be risking the future of the miners' union.

The legal issues involved in the strike boil down to this:

The government insists that Lewis is in contempt of the court's anti-strike injunction, regardless of whether that injunction itself is valid. It further maintains that the injunction is legal, since the Norris-LaGuardia act applies to injunctions in labor disputes involving private employers only.

Lewis counters that he is not in contempt, since the government acted as a private employer in operating the soft coal mines. Thus, according to his viewpoint, the writ was illegal and no crime was committed by ignoring the directives of the writ.

Goldsborough Lashes Out

Hearings will open today (Nov. 9) before Judge Goldsborough on a government request for a declaratory judgment on the legality of the injunction. These proceedings may delay the Supreme court hearings in the case by at least a week.

Goldsborough, in pronouncing his judgment upon Lewis and the union, issued some of the sharpest language ever heard from the bench in a labor case:

"This is not the act of a low lawbreaker, but it is an evil, demoniac, monstrous thing that means hunger and cold and unemployment and destitution and disorganization of the social fabric; a threat to democratic government itself.

"As far as the miners themselves are concerned, it is a case of 'Father forgive them, for they know not what they do.'

". . . If the worst comes to the worst, and it is a question of the destruction of (the UMW) to the preservation of this republic, the republic is going to be preserved."

Other Labor News

The Federal Bureau of Labor Statistics reported that strikes during 1946 will set a new record, eclipsing the existing mark set in 1919.

Kaiser-Frazer signed a collective bargaining contract with the Foremen's Assn. of America. The Packard test case on foremen's unionization is still pending in the U. S. Supreme court.

The number of automotive supplier strikes dropped to 25. A 22-day strike ended at the Airtemp division of Chrysler Corp., Dayton, O.

The UAW staged a national foundry conference in Milwaukee to formulate a wage program designed to eliminate the alleged wage differentials paid foundry workers.

* * *

Seaton Heads GM Labor; Coen Made Vice-President

DETROIT.—Harry B. Coen, who has been placed in charge of the Employe Cooperation staff of General Motors, was last week elected a vice-president of the corporation by the board of directors.

Louis G. Seaton

Coen, who came to the central office in 1939 after serving as manager of Flint operations for Chevrolet for several years, was director of labor relations prior to his new appointment.

At the same time, C. E. Wilson, president, announced that Louis G. Seaton, a member of the personnel staff for 14 years, will succeed Coen as director of labor relations. Seaton, 40, joined GM in 1928.

* * *

Stewart-Warner Plant Hit by Embargo

CHICAGO.—Manufacturing operations of Stewart-Warner main plant, 1826 Diversey, were reduced last week to one eight-hour shift, resulting in layoff of approximately 400 regular employes.

The freight embargo, with resultant curtailment of incoming materials and inability to ship finished goods, plus cancellation of orders from customers in the automotive industry, due to shutdowns in plants of these customers, were reasons ascribed by William Miller, director of industrial relations.

Pope Dodge Expands, Modernizes Plant

South Shore Buick, Inc., Chicago, Ill., announces expansion and modernization of its plant, according to Pope Dodge, president of the firm.

Natural Gas Sendout Starts in Little Inch

NATCHITOCHES, La.—Natural gas started flowing last week from Louisiana to Ohio, Kentucky, Tennessee and West Virginia through the "Little Inch." The first release was at the rate of 50,000,000 cubic feet per day.

Within a short time both the "Big Inch" and the "Little Inch" will be moving up 155,000,000 cubic feet of natural gas daily, according to Ralph K. Davies, gas and oil chief of the Interior Department. It was emphasized, however, that even this would put only a small dent in the fuel shortage.

Here's the Comet . . .

THE COMET SEATS THREE, weighs 175 pounds and sells for $385. Exclusive territory franchises are being offered dealers by General Development Co., Ridgewood, L. I.

NEW TUBULAR CHASSIS OF "Comet" convertible and small delivery three-wheel car designed for extreme light weight, mechanical simplicity with sturdy construction, and maximum coil spring riding action.

RUST-TITE, new auto undercoating emulsion made by Rust-Tite Emulsion Products, Inc., Rochester, N. Y., can be applied with an ordinary paint spray gun and ordinary air compressor pressure. Thus it requires no extra equipment that the dealer does not now have, the company points out. Here an operator applies the emulsion to a rear fender on a 1946 Pontiac.

Nevada Advised To Defer Change In Tax Plan

RENO, Nev.—Opposition to any immediate radical change in Nevada's tax structure was expressed in a taxation study report submitted last week to the Nevada Assn. of County Commissioners by a committee on which automobile dealers were represented by Bud E. Wilson.

Headed by Dryden Kuser of Nevada Taxpayers Assn., the committee recommended that the 1947 Nevada legislature authorize the State Tax Commission to make a comprehensive survey of the need for tax revision. Pending the completion of such a study, and the carrying out of a program of equalization of assessments, the committee held that major tax changes should be deferred.

In offering recommendations for a "short-range program" covering the coming biennium, the committee advocated the issuance of bonds rather than the use of surplus funds for capital improvements

"In the case of capital improvements," the committee said, "we believe that the state should issue bonds for such construction. We do not see that it is reasonable nor fair that the taxpayers of any particular year should pay for projects the lifetime of which would exceed a 20-year bond. To those that feel this would impair our standing as "One Sound State" we would point out that the slogan was coined years before we were a bond-free state. It was merely accidental and through the exigencies of war that we, today, happen to be the only bond-free state in the union. To maintain that standing now that construction will be possible, when such a policy is unsound financing, is false sentimentality and unjustifiable."

Kaiser-Frazer Sues McCulloch For $350,000

DETROIT.—Kaiser-Frazer Corp. filed suit in Federal court here last week, asking $350,000 damages from McCulloch Aviation, Inc., charging "gross misrepresentation of contract" and failure to produce a proposed three-cylinder automobile engine.

The action was a counter claim against the McCulloch firm, which in October had filed suit for $240,000 against K-F, claiming the latter owed that amount upon termination of contract last September.

McCulloch officials were reported to have done extensive research in two and three-cylinder engines and to have promised K-F samples in six months. Instead, K-F claims, it was found in September that the firm had been working on a two-cylinder engine only.

K-F refused to accept the two-cylinder job and McCulloch stopped work entirely, thereby breaching the contract, the auto firm charges.

Hopkinson Quits Willys Position

TOLEDO.—Willys-Overland officials last week announced the resignation of Francis L. Hopkinson as vice-president and treasurer. No successor has been named.

Hopkinson before joining the Toledo firm in December, 1942, had been with General Motors for 17 years in that firm's domestic and overseas division. Hopkinson is planning to devote his time to personal interests.

Reynolds Leaves CIT Credit To Open Ford Dealership

S. J. Reynolds, vice-president of Universal CIT Credit Corp., in charge of the Syracuse, N. Y., division, will leave to operate a Ford dealership in Syracuse. His new company will be known as Reynolds Motors, Inc., and an official opening date will be announced in the near future.

Future Sky Travel

SAE Air Transport Engineering Session Hears Opinions from Airline Officials

CHICAGO.—Greater comfort is among the needs of airline travel, it was asserted here last week at the SAE National Air Transport Engineering meeting.

What this country needs is a good, comfortable airliner seat, said Albert P. Elebash, of Pan American Airways, Inc.

The old-fashioned rugged passenger who could take discomfort in stride is disappearing, Elebash reported, and airliners must prepare to accommodate a more demanding clientele. Some passengers will be problems in themselves, he explained, and provisions must be made to make them comfortable without disturbing and upsetting all the others.

E. S. Hamm, of Northwest Airlines, discussed small airport design and management prolems—how simultaneously to handle with adequate speed, orderliness, and safety one airliner, 80 passengers, mail, express, freight, and at least a dozen items of servicing equipment all at one apron.

He said informed opinion supports the theory of vertical separation of passenger traffic, cargo traffic, and functional service operations, but is pondering the possibility of finding some more economical solution of the complex problem than building expensive underground service installations and two-level aprons.

Test development of rapid, safe, and practical methods and equipment for fueling and refueling airliners from beneath the wings was described by E. O. Olson, of the Douglas Aircraft Co.

Olson said the test equipment has demonstrated the practicability of using hydro-electronically controlled units to pump fuel into wing tanks from beneath at the rate of better than 200 gallons a minute. Fuel flow is controlled by lever on the hose element of the disconnect fitting. Baffle plates protect the tank and automatic shutoffs prevent waste and resulting dangers. Electronic controls were said to prevent the pump from operating unless and until plane and pump are grounded.

A picture of American "air cities" served by gigantic air terminals designed and built to take advantage of air travel speeds, was described by Charles Froesch, of Eastern Air Lines, Inc., Froesch pictured a changed America, in which cities are replaced by industrial, commercial, and residential regions served by airports four to 12 miles in diameter, and rural communities are grouped about air terminals serving a radius of 12 miles.

Warning that the mistakes in traffic planning which are causing sad vehicular congestion in urban areas cannot be repeated in the case of air transportation, Froesch asserted that plans for future air travel and airports are not incompatible with well-planned cities.

Immediate organization of a new technical authority which, employing American town meeting technique, would enable the eight government and four private agencies concerned with air traffic and weather problems to reach a majority decision, was recommended before the SAE meeting by W. E. Rhoades, of the Air Transport Assn. of America, and George Comstock, of the Airborne Instrument Laboratory, Inc. They told members of the SAE that such an agency is essential to translating theoretical progress into effective action, to orderly growth of air transportation, and to all-weather flying.

A WELL-STOCKED mobile parts store is one of the reasons for the sharp increase in business of the parts and service department at Humphrey Chevrolet Sales, Inc., in Wausau, Wis., according to Ted Ryan, vice-president and general manager. Sales from this specially equipped unit, says Ryan, represent 42 percent of the monthly volume of the parts and accessory department. Ryan recently put another mobile parts store in operation, and in the last 18 months has increased the personnel of the parts and service department from seven to 37 people.

Nash-Kelvinator Profits for '46 At $2½ Million

DETROIT.—Net profit of Nash-Kelvinator Corp. for the fiscal year ended Sept. 30, 1946, was $2,582,274, equal to 59 cents per share, after excess profits tax carry-back recovery of $1,080,000. Profits without such refund were $1,502,274, George W. Mason, president, said last week.

Net profit for the like period of a year ago was $2,492,638, equal to 58 cents per share, after excess profits carry-back of $1,245,000.

Net sales were $121,566,012 for the year, as compared with $183,050,533 for the war production year of 1945.

"Such results for the full 1946 fiscal year," Mason said, "should be considered in the light of the fact that the period includes October, November and December, 1945, when reconversion difficulties were at their height.

"For Nash-Kelvinator, the year was a period of substantial achievement, even though it did not measure up entirely to its promise at the beginning."

Obituaries

E. G. Budd, Industrialist, Dies at 75

GERMANTOWN, Pa.—Edward G. Budd, 75, noted Philadelphia and Detroit industrialist, died at his home here last week of acute dilation of the heart.

Founder of the Budd Mfg. Co. and Budd Wheel Co., he was well known in the automotive industry for his development of the first all-steel automobile bodies and stainless steel trains.

Budd was born in Smyrna, Del., Dec. 28, 1870. Shortly after finishing school, he began training as a mechanic and in 1912 formed the Edward G. Budd Manufacturing Co.

He is survived by his widow, Mary, and five children.

* * *

Reno B. Colburn

INDEPENDENCE, Kans.—Reno B. Colburn, 50, an automobile dealer here for 25 years, died recently of a heart attack. He was a director of the district Ford dealers advertising committee.

* * *

William B. Denhard

ST. LOUIS.—William B. Denhard, 56, secretary-treasurer of Ford Evens, Inc., died of a heart attack while in a filling station near his office. He had been receiving treatment for a heart ailment for two years. His widow survives.

* * *

Edwin B. Tidwell

MEMPHIS.—Edwin B. Tidwell, 47, president of Tidwell Motor Co., died of a pistol wound Dec. 2. He was found at his home, 300 Hawthorne. It was reported that he was in poor health.

* * *

Sam Turner

DETROIT.—Sam Turner, 63, a veteran of 35 years in the auto business, died last week. A former Chrysler dealer, he was with Fred Boyer, a used-car dealer, when he died. The first car he handled was the Briscoe.

* * *

Joyce Ellenberger

DECATUR, Ind.—Joyce Ellenberger, 40, Pontiac dealer here, died recently as a result of an automobile collision with a horse and buggy near here.

● **You can be sure,** wherever you see the NAPA Seal . . . sure of genuine quality in the nationally known lines that carry it . . . sure of prompt, complete and cooperative service from the jobber who displays it . . . He's in business for the one purpose of giving you the kind of parts service you want on cars, trucks and tractors of all makes. And to better serve you, he has availed himself of all of the facilities, and all of the experience of the largest independent organization in the parts industry. Surely, your NAPA Jobber is a good man to know.

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

NAPA *is the largest Independent Parts Organization in the Industry!*

NAPA National Automotive Parts Association Assurance of Quality

American Brakeblok · Allied Wisconsin · Spicer · Monmouth Products · Trico · Allied Grapho · Brown Lipe · Balkamp · Buffalo · MicroTest · Allied A.P.C. · Standard · Detroit · Dittmer · Echlin · Allied Celoron · Puritan · Allied Raymond · Raritan · New Britain · Martin-Senour · Belden · Double Diamond · Precision · Duckworth · Federal · United

Car, Truck Output Estimates By Automotive News

PASSENGER CARS
(U. S. PRODUCTION ONLY)

	Week Ended Dec. 7, 1946	Same Week 1941†*	Week Ended Nov. 30, 1946*	Total Nov. 1946*	Jan. 1 to Dec. 6, 1941†*	Jan. 1 to Dec. 7, 1946*
GENERAL MOTORS	33,174	35,550†	29,468	127,513	2,108,712†	728,635
Buick	5,724	4,875	4,443	22,672	355,241	138,305
Cadillac	1,077	959	835	4,242	56,556	25,297
Chevrolet	17,506	18,021†	16,772	64,774	1,202,925†	349,503
Oldsmobile	4,614	3,923	3,588	17,160	222,267	98,998
Pontiac	4,253	4,781	3,830	18,665	272,723	116,532
CHRYSLER	11,198	18,163†	6,711	41,654	1,060,355†	497,137
De Soto	1,257	1,429	754	4,758	91,225	58,710
Dodge	3,604	6,204†	2,147	12,907	350,865†	143,103
Plymouth	4,721	8,513†	2,835	17,838	485,180†	220,790
Chrysler	1,611	2,017	975	6,051	133,085	74,534
FORD	13,423	19,207†	8,193	51,105	964,513†	424,812
Ford	10,557	17,000†	6,422	40,137	847,305†	347,056
Lincoln	519	404	321	1,817	17,394	12,170
Mercury	2,347	1,806	1,450	9,151	99,814	65,586
CROSLEY	335	N.A.	271	1,173	N.A.	4,063
HUDSON	1,881	1,462†	1,726	9,588	76,232†	90,927
KAISER & FRAZER	834	....	1,298	4,089	.....	8,720
NASH	2,703	1,720	1,608	10,397	75,720	91,696
PACKARD	1,455	1,569	1,169	5,817	71,368	39,330
STUDEBAKER	2,399	3,554†	1,390	8,134	126,101†	69,581
WILLYS‡	504	448†	317	1,679	27,452†	4,822
MISCELLANEOUS		8,135			377,028	
Total Cars, U. S.	67,901	86,817†	52,151	261,149	4,888,481†	1,959,723

‡Station wagons. *Revised. †Includes trucks. N.A.—Not available.
Note: 1941 figures include cars and trucks, U. S. and Canada.

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COMMERCIAL CARS
(U. S. PRODUCTION ONLY)

	Week Ended Dec. 7, 1946	Week Ended Nov. 30, 1946*	Total Nov., 1946*	Jan. 1 to Dec. 7, 1946*
CHEVROLET	7,241	5,645	31,422	245,794
FORD	5,559	3,232	20,905	154,858
DODGE	3,147	1,843	10,740	115,617
INTERNATIONAL	2,745	2,084	10,183	103,708
WILLYS	1,711	1,138	6,482	65,592
STUDEBAKER	1,348	720	4,253	39,225
GMC	1,627	1,257	7,043	33,474
REO	401	540	2,761	15,668
WHITE	342	286	1,418	11,790
DIAMOND T	301	257	1,224	7,859
FEDERAL	149	134	580	5,009
MACK	26	21	89	5,142
HUDSON	18	15	237	3,392
MISCELLANEOUS	461	276	2,227	24,840
Total Trucks, U. S.	25,070	20,588	99,264	862,548
Total Cars, Trucks, U. S.	92,971	72,739	360,413	2,822,271
Total Cars, Trucks, Canada	4,126	2,301	14,876	149,013
Grand Total, Cars and Trucks, U. S. and Canada	97,097	75,040	375,289	2,971,284

*Revised. Miscellaneous includes Autocar, Divco, Marmon H., Brockway, Four-Wheel Drive, Sterling, etc.

U.S. Plants Build 92,971 Cars for Record Week

(Continued from Page 1)

have been enough to make at least 40,000 passenger cars.

Last week's U. S. record output included an estimated 67,971 passenger cars and 25,070 trucks, compared with the 52,151 cars and 20,588 trucks turned out in the previous Thanksgiving Day week, according to AUTOMOTIVE NEWS figures.

Revised computations reveal that U. S. plants turned out a total of 360,413 units in November—261,149 cars and 99,264 trucks. Although revised upward, November's effort was still far below the postwar monthly record output realized in October when a total of 396,515 cars and trucks were built.

Combined U. S. and Canada car and truck output last week amounted to an estimated 97,097 compared with the revised accounting of 75,040 the week before.

Passenger car output by General Motors in the U. S. climbed to another weekly postwar record with an estimated 33,174 cars. In the previous week, GM was able to hold output at peak levels, despite the loss of assemblies on Thanksgiving Day, turning out an actual total of 29,468 cars.

Chevrolet Works Saturday

The secret of the holiday effort, however, was that the entire working force of the Chevrolet plant was employed on a Saturday for the first time since the long GM strike. By working a major part of the employes last Saturday again, Chevrolet for the first time in 1946 grabbed the lead in passenger car output from Ford.

According to Automotive News totals, Chevrolet so far this year **has built 349,503 passenger cars, while Ford trails with 347,056.**

What final effect the freight embargo will have on Chevrolet's and Ford's car output race is at present indeterminable.

Car output at Ford last week was estimated at 13,423 compared with an actual 8,193 turned out in the previous three-day week. Ford spokesmen at press time estimated that the Rouge plant would be able to operate for another five days.

At Chrysler, a plant official said that every attempt would be made to operate under current schedules through the second week of December.

Meanwhile, Chrysler last week turned out an estimated 11,193 passenger cars compared with 6,711 the week before.

Hudson last week suffered almost two days of idleness due to parts shortages, before turning out an estimated 1,881 cars. In the previous week, three days of output held Hudson to an actual output of 1,726 cars.

K-F Output Slumps

Although no confirmation was available, it was reliably reported that Hudson plants would close Friday and remain closed until the scheduled freight embargo is lifted.

After turning out an actual total of 1,298 cars the week before, a parts shortage last week caused the assembly of Kaisers and Frazers to slump to an estimated 834. However, it appears that K-F output will be the last to be effected by the paralysis which the scheduled freight embargo will impose.

Packard last week turned out an estimated 1,455 cars, but Packard officials reported the scheduled embargo would silence assembly lines within 10 days, or sooner if the embargo resulted in a shortage of gasoline for trucking.

Nash officials declared that output would be on a day-to-day basis after Friday's freight embargo. Nash last week turned out an estimated 2,703 cars compared with 1,608 the week before in three days.

Studebaker assemblies continued at recent levels last week as an estimated 2,399 cars and 1,348 trucks were turned out.

At Willys-Overland, 1,711 jeeps and 504 station wagons comprised the estimated output last week.

No official comment was available from either Studebaker or Willys-Overland officials on how long their plants would be able to continue.

Contingencies resulting from the coal strike have perforated all previous predictions of what total 1946 car and truck output will be.

However, with the prospect that U. S. plants will be able to account for at least another week of output, it appears that the final count in 1946 will include only slightly more than 2,010,000 passenger cars and slightly less than 900,000 trucks.

Models

(Continued from Page 1)

unless plans are delayed by the coal setback.

Studebaker and Kaiser-Frazer are now producing new models and are not likely to change until next fall, and then only moderately.

Willys-Overland had planned to bring out its first passenger car since the war in spring or summer, but last week it was announced that the car would be delayed "until late 1947, if then."

Delmar Roos, vice-president in charge of engineering, said the new car will have a six-cylinder engine weighing only five pounds more than the Jeep engine, and will develop about 70 horsepower.

Mounted on a 140-inch wheelbase, it will carry six passengers and weigh about 2,500 pounds.

Schedule for the 1948 car is fluid, depending to some extent on labor, materials and sales. However, as it appears now, it is likely to start with Packard and continue throughout the year.

Despite GM's cancellation of orders for 1948 dies for the Chevrolet, Pontiac and Oldsmobile, those divisions may still bring out 1948s next year if the situation calls for it.

In fact, with prices moving up and a minor buyers' resistance indicated, the date of the 1948 changeovers could be advanced instead of retarded.

However, whatever resistance develops would be against high prices rather than style, and changeovers would work to increase costs unless the production picture clears up.

Hudson Reveals Sales Plans for Coming Year

DETROIT.—Plans for Hudson's 1947 selling season were discussed at a national four-day conference attended by divisional sales managers and members of the factory sales and service divisions here last week.

George H. Pratt, Hudson's general sales manager, opened the conference, which emphasized discussions on sales, service, advertising, merchandising and business management during 1947.

Pratt was assisted by N. K. VanDerzee, assistant general sales manager, and M. M. Roberts, manager, advertising and merchandising.

The divisional sales managers who attended the meeting were C. H. Calhoun, northeast division; W. A. Ernest, southeast division; E. J. Beguhn, midwest division; H. F. Riley, northwest division; W. S. Milton, southwest division, and W. E. Young, Pacific division.

Ray Everett Motors

Ray Everett and Joseph M. Garvey have incorporated Ray Everett Motors, Inc. to operate a dealership in Hamilton, Mo.

CLASSIFIED WANT ADS

HELP WANTED

MALE HELP WANTED

PARTS MANAGER by Ford Dealer—65 miles outside New York City in New England. Must have thorough knowledge of ordering and merchandising Ford parts. State previous experience, present employment, rate of pay expected for 5½-day week. Your reply will be held in strict confidence.

Box 1459
c/o AUTOMOTIVE NEWS
Detroit 26

LARGE INDEPENDENT DEALER in Virginia desires experienced service manager with Southern background capable of building up and handling large service volume. Permanent position with excellent future. Replies confidential. Box 1452, c/o Automotive News, Detroit 26.

CHEMIST — AUTOMOTIVE PRODUCTS. Knowledge of sound dampening, adhesives, saturated felts preferable. Desirable that applicant be capable of supervising group of Automotive Products Chemists. Permanent position with long established, progressive company. Excellent opportunities for advancement for right man. Location, Metropolitan New York area. Send resumes to Box 1460, c/o Automotive News, Detroit 26.

LARGE BUICK DEALER in Western Massachusetts wants experienced service salesman or shop foreman. Excellent opportunity. Write giving qualifications. Box 1461, c/o Automotive News, Detroit 26.

EXPERIENCED Chrysler service manager. Only first class man of good character and habits. Salary and commission. Give complete experience. Replies confidential. Cullum Motors, Aiken, S. C.

WANTED—Experienced Ford parts man. Good proposition for right man. Give age, experience, references. Runkel Brothers, Havre, Montana.

WANTED—Chevrolet dealership wants a good Chevrolet parts counter man who wants to go places. We do a big business now and will do more. You can increase your experience and earning power with us as we have every facility for carrying our program out. Ask for details. State age, experience and qualifications. Bousa Motors, Inc., Willimantic, Connecticut.

SALES MANAGER capable of taking charge of all new and used car sales in this 500-car dealership. Will only consider man with experience and with desire to learn and further himself in the automobile business. Write full particulars together with recent photograph in first letter. Tyrrell Chevrolet Co., Cheyenne, Wyoming.

EASY TO MAKE $200 to $300 weekly commissions selling famous Rayco customized auto seat covers to new car dealers. Demand is huge. Dealers are hungry for good seat covers. Rayco covers are made to fit any make of car. Smart, exclusive patterns in colorful fibre, sailcloth or plastic. IMMEDIATE DELIVERY. Choice, protected territories still available for alert salesmen. State experience, reference, time available. Write at once. Dept. S, Rayco Manufacturing Co., 220 Straight Street, Paterson 1, N.J.

WANTED — Parts manager with General Motors parts experience. Must be aggressive. A General Motors dealer in Florida resort city. Write Box 1455, c/o Automotive News, Detroit 26.

PARTS MAN—Ford, Mercury and Lincoln dealer in New York area. One who is thoroughly familiar with details of Ford Motor parts system of merchandising. Not less than 15 years' experience essential. Must be trustworthy and aggressively interested in parts sales and service. Good salary and commission for qualified parts man. Mail full particulars of past experience stating previous salaries received to Box 1453, c/o Automotive News, Detroit 26.

WORKING SERVICE MANAGER required by Lincoln, Mercury dealer in New York area. Full charge of service with 12 mechanics, also supervision of parts department. Must have excellent character, fine personality. Not less than 15 years' experience. Thoroughly familiar with Ford Motors system of merchandising service. Able to attract and keep sound service organization functioning smoothly with progressive ideas for future business. High remuneration for fully qualified man. Mail all details of experience and salaries received which will be kept strictly confidential. Address, Box 1454, c/o Automotive News, Detroit 26.

POSITION WANTED

SERVICE MANAGER—Now employed by DeSoto-Plymouth dealer. Fifteen years experience with General Motors dealers. Age 43. Past record of successful accomplishments. Prefer association with dealer having large service potential. Box 1476, c/o Automotive News, Detroit 26.

AUTOMOBILE AUDITING, accounting, and business manager. Twenty years experience General Motors, and Chrysler wholesale and retail, desires retail connection with investment possibility. Box 1463, c/o Automotive News, Detroit 26.

SALES EXECUTIVE—25 years' experience automobile business, desires connection (Factory or Retail) with possibilities commensurate with ability. Experience covers sales management, factory district manager for General Motors divisions and operated own business as Oldsmobile-Cadillac distributor six years before liquidating to enter Army. Would like proposition with possibility for eventual buying out of dealership. Free to travel and location. Preference, California. Box 1486, c/o Automotive News, Detroit 26, Michigan.

CERTIFIED PUBLIC ACCOUNTANT—Formerly office manager and head accountant for Reo Motors, Inc., N. Y. branch, available to install accounting systems for dealers. Also regular or special audits and tax service. Box 1396, c/o Automotive News, Detroit 26.

MANUFACTURER'S REPRESENTATIVE

MANUFACTURER'S REPRESENTATIVE covering Wisconsin and Upper Michigan can handle few more reliable lines. Box 1479, c/o Automotive News, Detroit 26.

DISTRIBUTORS WANTED

WANTED

Distributors for the exclusive use of Rust-Tite, the perfect undercoating Emulsion for automobiles. Meets all fire regulations and does not plug up spray guns or pumps. See ad page 20.

Rust-Tite Emulsion Products, Inc.
342 East Avenue
ROCHESTER, NEW YORK

BUSINESS FOR SALE

AUTO ELECTRICAL SHOP—Equipment, tools and stock. Midwest location. Priced right. Box 1467, c/o Automotive News, Detroit 26.

Nationally Known Bus Body Factory for Sale

Exceptional opportunity. Large number unfilled orders. Substantial cash required.

WIRE
CONSOLIDATED BUS & EQUIPMENT CO.
420 Lexington Avenue
New York City
MU. 3-9297

DEALERSHIP WANTED

CLIENT INTERESTED IN PURCHASING new car agency with high allocation. References, bank and credit are of the best. General Motors and Chrysler products preferred. Write full details in first letter. Replies held in strict confidence. Room 3302, 450 7th Avenue, New York City.

DEALERSHIP WANTED on West Coast by aggressive, young man with over ten years experience as new car dealer in metropolitan city. Have cash and can get factory approval. Will buy whole or part and manage the business. All communications kept confidential. Box 1470, c/o Automotive News, Detroit 26.

DEALERSHIP FOR SALE

DEALERSHIP FOR SALE—Located on the Oregon coast, modern newly constructed concrete building, 9,000 square foot floor space, housing showroom, parts room, lubrication, repair, body, fender and paint shop; large and excellent territory, good going business; 35 new cars delivered up to December 1, 1946. Write Box 1485, c/o Automotive News, Detroit 26.

BUSINESS FOR SALE

AUTO BODY SHOP

31 years in business, modern building, best equipment, 7 men. Does $50,000 gross—nets $13,000. Northern Ohio industrial city. About $20,000 cash required.

GENE LLEWELLYN, Broker
700 Broadway
Lorain, Ohio

Wage Board Sets Jan. 15 Deadline For Case Work

WASHINGTON.—The Wage Stabilization Board, announcing its liquidation plans last week, stated that it will attempt to dispose of most pending enforcement cases by Jan. 15.

Regional boards were instructed to wind up proceedings by the Jan. 15 deadline on the following types of cases:

1. Violations in which proceedings were instituted before Nov. 9.
2. Voluntary disclosures of violations by employers, if made before Dec. 31, 1946.

Employers were advised that by making voluntary disclosure before Dec. 31, they will have their cases handled by the WSB and thus can bring any extenuating circumstances to the board's attention.

The WSB said that cases remaining unsettled on the Jan. 15 deadline will be referred to the Bureau of Internal Revenue. Such cases might yet lead to a tax disallowance penalty, it was said, since the revenue bureau is authorized to disallow illegal wage adjustments as a taxable business expense.

AN Want Ads cost little—get results why not use 'em? See inside back cover

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 75,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TWELVE CENTS (12c) PER WORD for one insertion or 30c per word for 3 consecutive insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates, but if signed "Box No. . . . ., in care of Automotive News, Detroit 26, Mich." add One Dollar ($1) per insertion for address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $8.40 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

NEW CARS WANTED

WILL GIVE $400 cash and new Piper Cub trainer J3-65 for new Studebaker Commander. Airplane positively brand new. The list price is $2,435. Phone 184, Emory Hurley, Palatka, Florida.

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

WANTED TO BUY—Wrecked, burned or used Nash cars, all models. Write D. W. Bowman-Nash, Sidney, Ohio.

CADILLAC, CHRYSLER or PACKARD seven passenger limousines, new or used 1946 models, or any used ones that in condition are unusually clean and in unusually fine condition. Do not bother to write us if cars are not 100% in every respect. A. A. Auto Service, Inc., 155 East 69th Street, New York 21, N. Y. Attention of Walter Tighe.

CALIFORNIA DEALER wishes to purchase clean used cars not older than 1940 models. All makes, cash f.o.b. your front door; in quantities of 1 to 100. Airmail list of cars for sale and prices expected. Will make immediate contact. Kelley Kar Company, 1225 So. Figueroa Street, Los Angeles, California. Phone PRospect 1225.

USED CARS FOR SALE

WHOLESALING 100 LATE MODEL coupes, conches, sedans, convertibles, station wagons. Sam Greenfield, 6700 Euclid Avenue, Cleveland, Ohio. Telephone HE-0232.

FOR SALE—43 1941 Chevrolets and Plymouths, 58 1942 Chevrolets and Plymouths, twodoor and fourdoor sedans. All in excellent condition. Perfect mechanical condition. Excellent tires. Many with radios and heaters. Cars garaged in Toledo and Philadelphia. Ready for immediate delivery. The R. A. Company, 48th and Ludlow Streets, Philadelphia, Sherwood 7-1700 or Allegheny 4-6065.

1939 CADILLAC TOURING SEDAN—Less than 36,000 original miles. AAA1 condition throughout. Trade desired. Phone, write or wire, C. F. Myers, 42066 Michigan Avenue, Belleville, Michigan, Phone 2744w3.

Automobiles Wholesale
All Makes — All Models
Detroit's Largest Wholesaler
CENTRAL SALES
16220 Livernois Detroit
University 27317

100 CARS
Wholesale Only
DOC GREINER
Madison at Seventeenth
Adams 6397
TOLEDO, OHIO
No Letters. Call Doc or Swan.

AUCTION
Durham, North Carolina
Every Thursday P.M.
Except December 26th
J. B. Leathers, Mgr.
Sales Fee $5.00 Phone R731
HOMETOWN SALES
"Nearest to the North"

TRUCKS WANTED

WANTED—New and used trucks, ½ to 10 tons, automobiles and trailers. All makes, models and years. Write or call us. Bill Fishel's, Vandeventer Auto Sales, Franklin 1750, 717 South Vandeventer, St. Louis, Missouri.

1941 OR 1946 FORD, CHEVROLET OR STUDEBAKER ½ to 1-ton pickup. Also electric driveon hoist and wheel balancer. Marvin Claypool Auto Co., Frankfort, Michigan.

TRUCKS FOR SALE

BRAND NEW 1945 International 5-ton tractors, 4x2 drive. 11.00x20 tires. Fifth wheel. Price $4,575. Art Zweifel, Harrisburg, Pa.

FOR SALE—Six 1941 k-5 International trucks equipped with four deck 148 case beverage bodies. These trucks and bodies are in very fine condition and can be put on the job for practically no expense. Mosby-Mack Motor Company, Topeka, Kansas, Phone 4121.

NEW INTERNATIONAL TD 14 bulldozers with crane and boom. Immediate delivery. Harris Motor Co., 707 St. Louis St., Mobile, Alabama, Phone 2-6781.

BUSES WANTED

WE BUY BUSES of all makes and models, any quantity. Also bus chassis. LINN-BAKER EQUIPMENT CO., Lansing, Michigan. Phone 83814.

ALL TYPES of late model buses wanted. Write, wire, will send buyer with cash. McLaughlin Bus & Equipment Co., 1224 N. Main Street, Providence, R. I.

WE BUY NEW BUS CHASSIS

We are one of the largest purchasers of new bus chassis in America. We will buy for immediate or early future delivery all new Chevrolet, Dodge, Ford, International, or other make bus chassis you have available. Prompt cash transactions. Call, wire or write giving prices f.o.b. chassis factory or other location.

SUPERIOR COACH SALES CO.
2335 N. W. 12th Street
Oklahoma City 7, Okla.
Phone 5-3838

TORQUEY

"ALL I'D LIKE IS A LIST OF THE *CONNECTIONS* YOU MUST HAVE TO DELIVER ALL THE STUFF YOU PROMISE EVERYBODY!"

BUSES FOR SALE

1941 FORD TRANSIT BUS—29 passenger, excellent condition. Speckman Bros. Garage, Aurora, Ind.

SCHOOL BUS—1941 Chevrolet chassis, 48 passenger all steel superior body. All forward facing seats, state inspected and approved. New motor. Equipped with 700x20 tires front and rear. Park Chevrolet Company, Ebensburg, Pennsylvania.

12 1941 and 1942 model Ford-Wayne Commuter-type buses, 29 to 41 passenger capacity. Both high headroom and low headroom. Genuine leather, city service seating. Just been removed from large commercial fleet. Priced right. Write, wire or call Superior Coach Sales, Inc., 225-31 S. 5th Street, Gadsden, Alabama. Telephone 1300.

20 1942 WHITE BUSES—Model number WBN 555, motor model 140A, cubic inch displacement motor 362, wheelbase 253 inches, seating capacity 35, tire size 900x20, five-speed Spicer transmission, Westinghouse air brakes. These are intercity buses with front and center door right side, emergency door left rear. All run and look new. $5,500 each. General Truck & Equipment Co., Columbia, S. C. Phone 2-8454.

TRAILERS FOR SALE

10 FOUR CAR, dual wheel, automobile convoy trailers for sale. Some 1946 models, good tires, good brakes. Your chance to make good buy. Immediate delivery. Hulbert Forwarding Company, 590 Elk Street, Buffalo, New York.

TEN NEW DORSEY and Miller flat bed semi-trailers, 25 feet long, 1100x20 duals, air brakes, landing gear, and oak stake sides with bows and tarpaulin cover. Priced at $1,250 f.o.b. Tallahassee, Fla. Allen Sales & Service, Tallahassee, Fla. Phone 2498.

PARTS WANTED

WANTED—Station wagon body, 1941 or 1942 Olds, Pontiac or Buick, also seats for Olds, Pontiac or Buick convertible coupe. Landis Garage, Landis, North Carolina.

WILL PAY LIST PRICE or better for right front and rear fenders and running board for 1938 Plymouth. Model P-4. Wire collect. Sullivan Chevrolet, Harbor Beach, Michigan.

I MUST HAVE some Ford and Willys jeep transmissions and transfer assemblies. Dodge 1½-ton cargo transfer assemblies and gears. Chevrolet 1½-ton cargo transfer gears. Notify Bill Wilkinson, Box 116, Ocala, Florida.

WANTED TO BUY—Radiator complete, also radiator shell for 4160 Nash. Write D. W. Bowman-Nash, Sidney, Ohio.

WHAT HAVE YOU TO SELL in automobile and truck parts? We may be the buyer you are looking for. Write to us. Fuller Auto Salvage, Box 628, Salina, Kansas.

PAIR OF FENDER SHIELDS with chrome moldings wanted for 1942 Buick super. McLaughlin Bus & Equipment Co., 1224 North Main St., Providence, R. I.

WANTED—Chevrolet 1941 station wagon body, also Chevrolet 1941 passenger car body. Barr's Garage, Wickford, R. I.

THREE PAIR OF REAR WHEEL SHIELDS for 42 Buick supers. Flying Dutchman, 1701 Madison, Toledo, Ohio.

PARTS FOR SALE

FORD PARTS FOR SALE—30% discount, freight PREPAID, EXCEPT net items 10%. Also truck tires, 15% off dealer billing. Write Haley-Cowart Motor Co., Douglas, Georgia.

GENUINE FORD PARTS—We ship anywhere. We have the hard-to-get items. Call or write. Tranter-Williams, 4016 Allston, Cincinnati, Ohio.

PARTS FOR SALE

PARTS FOR ARMY TRUCKS—Wholesale-Retail. ¼, ½, ¾, 1½, 2½, 5 ton, 4x2, 4x4, 6x6. Axle shafts, trunions, springs, axle assemblies, ring gears, 7 pinions, carrier assemblies, oil seals and many others. Write to us for your needs. National Truck Equipment Company, Waukesha, Wisconsin, 225 Madison Street. Phone 3363.

PONTIAC
Parts Wholesaler
Fast Midwest deliveries. Exceptionally large stock on hand. Prompt, courteous treatment. 25% discount to dealers on regular discount items. We want your business. We can help you.
THOMS PONTIAC CO.
Phone Forest 8992
5225 Delmar Blvd.
ST. LOUIS 8, MO.

SEND US YOUR ORDER FOR GENUINE CHEVROLET and GMC PARTS
Bickham Chevrolet Co.
Franklinton, Louisiana
Telephone 16

SURPLUS SALE — NEW PARTS — Code 3320, for Ford cars and trucks: BB1175C Grease retainers $.32 net price each, 91T1190 Grease retainers .14, 91A207S Brake hose .30, 78-7052 Seal .12, 51-7563 Clutch assembly $3.15, 68-9398 Diaphragm .18, 78-9564 Needle and seat .09, 78-18515 Water pump kit .55. CODE 3500—For Chevrolet cars and trucks: 603158 Cover-seal .28, 3653618 Oil seal .30, 3660354 Hose 2"x7" .18. CODE 1780—Ford, Dodge cars and trucks: 574362 Oil seal .52, 587541 Oil seal .55, 593596 Oil seal .45, 686928 Valves .32, 856864 Oil seal .55, 868886 Valves .25, 891448 Oil seal .25, 947553 Univ. joint kit $3.05, 947553 Kit-Box lot 32 kits $2.90, 958948 Conn. rod-bearing .20, 996408 Water pump kit-lots 34 $1.20, same as 780482 kit, excepting 2 gaskets are omitted, 996415 Clutch repair kit-lots 20 $1.20, Kit contains 9-670103, 3 each, 1088101, 683963, 619463, 622915, 619466. Freight—Allowed on orders $100 or more. Terms—C.O.D. or 30 days net to accounts with established credit rating. All items subject to prior sale. BUYERS SUPPLY COMPANY, Phone PR 2970, 2775 Pittsburgh Avenue, Cleveland 15, Ohio.

FOR SALE—7 rear Chevrolet fenders, part 350779, at $12. F.O.B. Sebring, Ohio, Millner Chevrolet.

PARTS FOR SALE

FORD TRUCK REAR SPRINGS—Genuine Ford truck rear springs to fit models 1940-1946. 13-leaf with shackles and studs. Available for immediate shipment. Try us on your Ford parts requirements. Will ship anywhere. Write, wire or phone. ED MAHER, Authorized Ford Engine Rebuilder, 420 North Harwood, Dallas, Texas.

SHOP EQUIPMENT FOR SALE

EQUIPMENT FOR SALE

Bean front end aligning machine, A-1 condition, $300.

A-1 Bee line wheel balancer, $150.

Redflash boiler No. 3—10 sections—by American Radiator Co., hydraulic drive Stokel Stoker in A-1 condition. Boiler and stoker, $600.

National Boiler, 8 sections, Freeman Stoker H2D, like new. Boiler and stoker for $500.

N. Willis Garage
MERCER, PA.

PARTS BINS—30 steel in good condition. $40 each or $1,000 for all. Mulliken & Marx, Inc., Englewood, N. J.

FLOOR JACKS
10 ton, Roller. New. For Cars and Trucks. Weaver & Manley.
$139
F. O. B. Detroit
GRAND RIVER CHEVROLET CO.
5100 Grand River Avenue
Detroit 8, Michigan

VAN NORMAN No. 76 cam piston grinders. Immediate delivery. Color O. D. Manufacturers list less 50%. Mackie Sales Co., Carlinville, Ill. Phone 217.

NEW AMCO bearing line boring machine. Never used. $400 F.O.B. Dale Chevrolet Company, Waukesha, Wisconsin.

TEXAS DEALER OFFERS FOLLOWING—Sioux valve machine and hard seat grinder, Lyons parts bins and counter, electric drills, alemite equipment, quick charger, slow charger, spark plug cleaner, vises, micrometers, air compressor, armature growler, etc. Will sell individually. Advise what you want. Write Box 1481, c/o Automotive News, Detroit 26.

N E W
For Immediate Delivery

WINONA IN-THE-BLOCK CRANKSHAFT GRINDER
Complete with carrying case, stabilizer and rear wheel drive. Will handle all crankshafts lengths from 1⅛ to 2¾ inch. Diameter: 1.6 to 2.5. Universal type motor, 15,500 R.P.M., 110-120 AC-DC. Dealer price $375. Fluid drive attachment for above $27.85.

WINONA UNIVERSAL PRESS
1½-ton capacity, has range of 8 to 16 inch. Dealer price $42.50. Use for working on generators, starters, water pumps, etc.

NAXON INSTRUMENT WASHER
Equipped with full mesh wire baskets; Naxon motor with lifetime bearings—tub is acid-resistant porcelain. Hose and gaskets of neoprene rubber. Dealer price $80.

ADDITIONAL DISCOUNTS TO JOBBERS ON ALL ABOVE

FLY & HARWOOD, INC.
300 Madison. Memphis, Tenn.

SHOP EQUIPMENT FOR SALE

WASH RACK OWNERS—Waterproof armpit height rubber waders. Grease, oil, acid proof. Wear over shoes and regular clothes. One size fits any adult. Money back guarantee. $10.75 each with order. We pay postage. Custom Built Boats, Box 388 B., Kent, Ohio.

PARTS BINS—20 steel, set up, drawers, partitions and shelves. Good condition. $40 each. Hofbauer Motors, Inc., Oyster Bay, N. Y.

PACKARD SCRIPT outdoor metal neon sign approximately 2 feet x 6 feet, height 6 inches. Neon one side, plain letters other side, modern round ends. Condition good. Being replaced by larger sign. Ideal for small dealership. One-half price. Bickelhaupt Motor Co., 127 Sixth Avenue South, Clinton, Iowa.

AUTO EQUIPMENT FOR SALE

Improved Automatic
TOW PILOT—$17.50 Dealers
Bumper to Bumper Tow Bar
ADAPTOW COUPLERS
Per Set—$7.50 Dealers
RED ARROW BARS—$35.62
SAFETY CHAINS, $3.50 set
TOW BAR SALES CO.
Factory Distributors
TOW BARS—TRAILER HITCHES
100 S. Clinton St. Chicago 6, Ill.
ANDover 8888—DORchester 8373
Order Today Immediate Delivery

ACCESSORIES FOR SALE

Chevrolet Dealers
We can supply you with a complete line of 1941 to 1946 universal and custom made SEAT COVERS
Kleinman's Distributing Co.
4264 Woodward Avenue
DETROIT 1, MICHIGAN

ORDER THE MINTCO SEAT COVER. The cover with the guaranteed fit. Prewar quality materials in solid and plaid colors. Custom tailored for the following cars: Studebaker, Dodge, Chrysler, De Soto, Plymouth, Packard and Chevrolet. Immediate delivery. Send today for prices. Mintco Distributors, 1804 Coney Island Avenue, Brooklyn 30, New York.

SEAT COVERS!!!! Forest green gabardine!!! 1936 through 1940 coaches, complete set, $5.95 in dozen lots. Bay Sales, 374 Bay Street, Rochester 5, New York.

SEAT COVERS!!—Custom made for 1946 Hudson club coupes—$13.95. Bay Sales, 374 Bay Street, Rochester 5, New York.

SEAT COVERS—Fibre, leatherette trim, all cars $11.85. 10% with order. Bay Sales, 374 Bay Street, Rochester 5, New York.

WILL TRADE

NEW STINSON VOYAGER 4-place airplane. Delivered cost $5,602, for new Cadillac 62 sedan and $1,900 cash or other new car and reasonable cash offer. W. M. Tucker, 226 W. Main, Spartanburg, South Carolina.

HAVE BRAND NEW Piper Cub Special J3-65 Continental. Will trade for any new popular make automobile. Call or wire collect. Phone 121, Palatka, Fla. Ask for Bob Lee.

WILL TRADE—New super cruiser three-place airplane for new Packard Clipper and cash or 1946 Taylorcraft like new for other new car. Spartan Aviation, Spartanburg, S. C.

TIRES FOR SALE

BRAND NEW truck tires 10.00x22 regular tread. Special price of $58 in lots of 10 or more. Art Zweifel, Harrisburg, Pa.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

FOR SALE—De Soto-Plymouth neon sign. Horizontal, outside building, brand new. Write Box 1482, c/o Automotive News, Detroit 26.

HERRING - HALL - MARVIN safe. Double doors, set on wheels 68" high, 37½" wide, 27½" deep. Monroe Automobile Company, 415 S. Monroe Street, Monroe, Michigan.

FOR SALE—FITZGIBBONS LOW PRESSURE steam boiler, 5600 sq. ft. radiation, 2 fuel saver stokers, condensation unit, guaranteed as good as new unit. If interested please contact O. A. Schamber, 1414 North 8th St., Lebanon, Pennsylvania.

HOW TO SAVE $4,380

There are some 40 expense accounts shown on most motor accounting statements for dealers. On the basis of reducing each one of these expense accounts 30c per day, a dealer would save $4,380.00 per year.

Now is the time to have a complete unbiased analysis made of your statement covering all expenses and operating costs of your business, especially in view of the large increase in expenses in dealerships since the resumption of new car production.

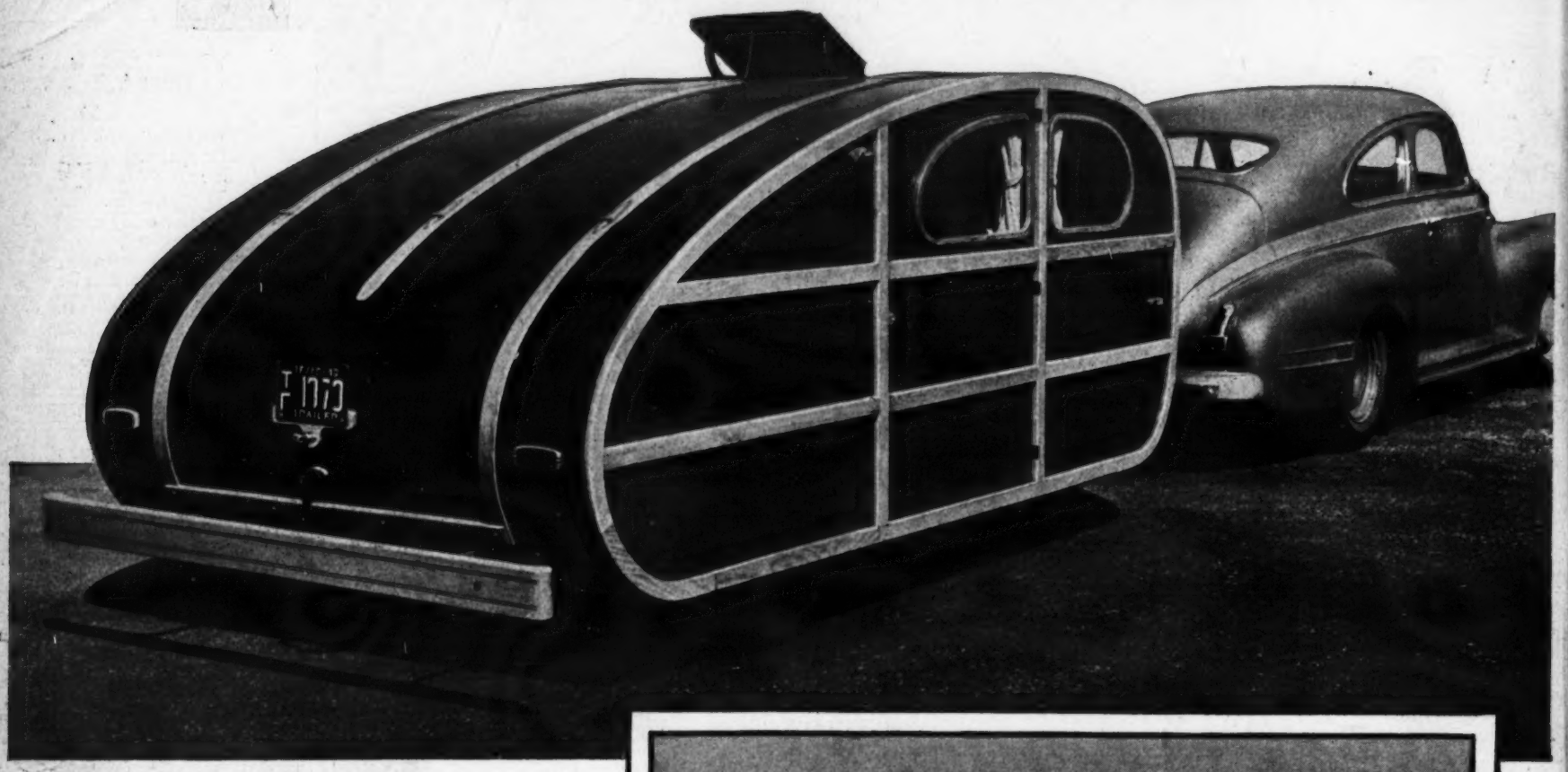
Send your latest statement of operations and expenses in to us for this complete, unbiased analysis. Your statement will be kept in the strictest of confidence and returned to you with our analysis.

We guarantee to point out to you a total savings in excess of the cost of this analysis or render you the analysis free of charge.

Complete Unbiased Analysis of a Dealer's Business—$25.00

J. B. VAN TASSEL ASSOCIATES
AUTOMOTIVE DEALER BUSINESS CONSULTANTS
439 Penobscot Bldg. Phone: RAndolph 5500 Detroit 26, Mich.
EXPERT UNBIASED ANALYTICAL SERVICE FOR AUTOMOBILE DEALERS
(Reference: Automotive News, Detroit)

An Unusual Opportunity for Qualified Dealers



AT LAST, here's a complete trailer home for two at a low price that will make it a fast seller! Cabin Car is *completely* mobile, too—and as smart looking as a station wagon. You hook it on your rear bumper and then forget it's there, for Cabin Car is no wider than your car, and its airflow plywood construction holds the weight down to less than 900 lbs.

Best of all, Cabin Car is available for *immediate delivery*. Made by the great Fleet aircraft plant in Canada, where plywood is plentiful, it is now being mass-produced for U. S. distribution in quantities to insure prompt delivery of your orders, however large.

In every territory there are hundreds of prospects for Cabin Car! As a complete, comfortable home it's an answer to the housing shortage *you can cash in on*. You can sell or rent it as a guest house, to sportsmen and vacationists. Itinerant workers, salesmen, and local business men will buy Cabin Car, too. For its extra-wide door and rugged construction make it ideal for carrying demonstration equipment, bulky samples, etc.

R. S. Evans Associates, Inc., are signing up qualified dealers for this outstanding proposition *now*. Be the *first* in your area to capitalize on this opportunity. Write today on your letterhead for full information.

CABIN CAR

A Mobile Home for two

Cabin Car features real kitchen comfort. Note drop-leaf work table, and the ample space on two-burner stove, available as extra equipment.

Generous wardrobe and storage space for two. Full-length wardrobe and three-compartment closet. There's also a roomy drawer.

Cabin Car is made for full-time living. Here's the studio couch opened into a spacious double bed. There's also ample space for storing bedding.

CABIN CAR SELLING FACTS

EASY PARKING: Only 11 feet long, 5 feet 4 inches high.

LIGHT WEIGHT: 880 lbs.—330 lbs. on each wheel, 220 lbs. on hitch.

STATION WAGON FINISH: Laminated fir, maple trimmed.

TRAILS WITHOUT SURGE OR SWAY: Due to low profile, long wheelbase, unique design of supporting frame.

MAXIMUM DUST-FREE VENTILATION: Provided by three ventilators, one on roof, two on lower forward wall.

LARGE BAGGAGE SPACE: 2 lockers, 12 x 56 inches, opening inside, outside-opening trunk large as your car's.

EASY RIDING: Result of heavy duty elliptical leaf type springs and simplified suspension without shackles.

CONSTANT DOWN LOAD ON CAR HITCH: Due to low center of gravity and storage spaces close to axle.

Retail Price $699 F.O.B. Buffalo | **EQUIPMENT EXTRA** Liberal dealer discounts

32,000 Motorcycles for delivery starting now

MOTORCYCLES are harder to get than cars . . . and thousands of people are looking for them! So here's your opportunity:

R. S. Evans Associates, Inc. has 1947 motorcycles . . . the finest models of the largest manufacturer in the world, located in Czechoslovakia, for *immediate delivery*.

Retail selling prices as low as $289.75 f.o.b. New York. Liberal dealer discounts. Workmanship and materials unconditionally guaranteed for six months. Spare parts available.

Wire, write or phone for complete information. Do it today.

R.S.Evans Associates INC.

50 EAST 58th STREET • NEW YORK 22, N. Y.